

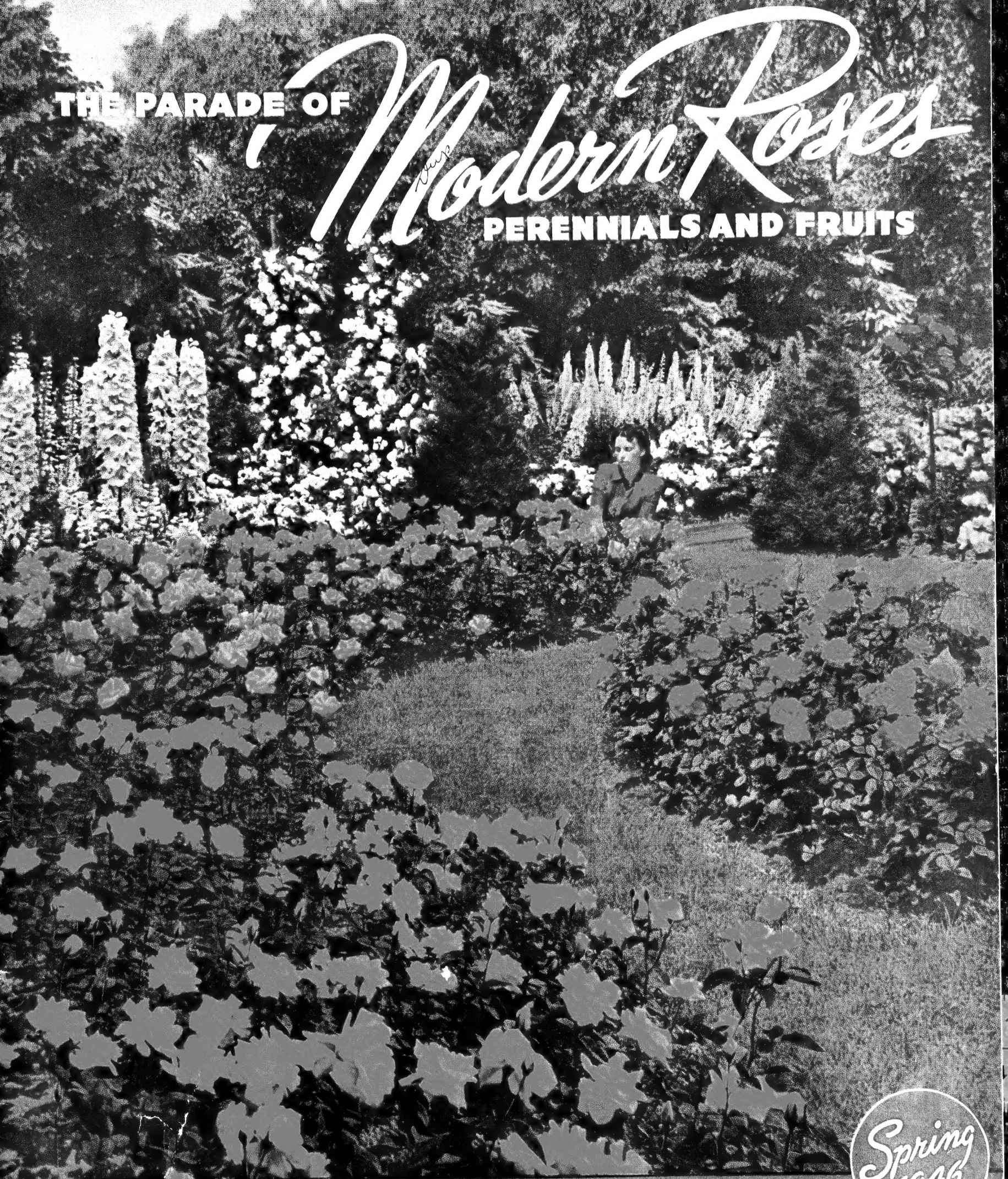
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THE PARADE OF

Modern Roses

PERENNIALS AND FRUITS



Fantasia in the Jackson & Perkins Rose Garden

*Spring
1946*

Jackson & Perkins Co.

WORLD'S LARGEST ROSE GROWERS

NEWARK, NEW YORK STATE

The Rose Capital of America

ANOTHER GREAT *New* ROSE FROM J. & P.

Ernie Pyle (Plant Patent applied for)

Gloriously free-flowering, of limitless beauty and charm . . . this magnificent new Rose has been named to honor one of America's best-loved war correspondents.

Dedicated to the memory of Ernie Pyle at the 1945 Festival of Roses, this glowing new flower has been generously admired by all. Remarkable because of its profusion of warm rose-pink flowers of great size and unusually abundant fragrance. Bushy, vigorous in growth . . . developed from a rugged seedling of the wild Rose of Alaska by E. S. Boerner, J. & P. Director of Plant Research. Bringing the rugged strength of Alaska to your garden, Ernie Pyle grows with sleek vigor and amazing resistance. Extravagant display of rose-pink flowers made warm and vibrant by a suffusion of yellow starting at the base of each petal. Slow opening, long lasting in bloom . . . will soon be one of America's most popular pink Roses.

Bud. ovoid, pink, opening slowly and dramatically.

Bloom. large, cup-shaped, warm rose-pink suffused with clear yellow. Enormous size.

Cut flower. . . . excellent keeper, on long strong stems.

Fragrance. . . . generous and alluring.

Height. 2 to 2½ ft., vigorous and bushy.

History. . . . a seedling from the hardy strain of the wild Rose of Alaska developed by E. S. Boerner, dedicated to the memory of Ernie Pyle at the 1945 Festival of Roses at Newark, N. Y.

\$2.00 each; 3 for \$5.00; 12 for \$20.00

Ernie Pyle, in whose memory this majestic Rose has been named.



Ernie Pyle

© J. & P. CO.

Fantasia (Plant Patent No. 590)

Extraordinary J. & P. Hybrid Tea with all the rugged, profuse-blooming characteristics of the Floribundas.

The sparkling cheer of yellow daffodils in spring . . . generously bestowed in your garden continuously during the summer and fall. All over America, Rose-lovers are enthusiastic because of the "lift" they get from the bright golden yellow of the beautiful buds. Fantasia is particularly outstanding for its magnificent display of spectacular bloom . . . profuse beyond measure, sparkling, always abundant. It boasts all the loveliness of its Modern Hybrid Tea parentage with the added robust characteristics of the Floribundas. Plant in masses or any place where Floribundas can be used. Also plant in beds of Hybrid Teas. Particularly extolled for the trim, pointed buds, so profusely borne . . . usually in generous clusters.

Buds. delightfully sleek, pointed, bright golden yellow to mellow peach, in great profusion.

Blooms. medium sized, high-centered, exquisite form; 30 to 35 satiny petals, with a silvery sheen outside. The color lightens to creamy yellow as the flowers finish.

Perfume. . . . unique, interesting wild-rose fragrance.

Habit. . . . very hardy, bushy plants about 30 in. tall; disease-resistant. Bloom in great abundance early, and rebloom all summer and fall.

Origin. . . . from the House of A. Dickson & Son, Ireland.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

Fantasia



To the Gardeners of America

FLOWER GROWING ENTERS A NEW ERA Finer Plants. Greater Enjoyment to Come

FLOWERS have always been important to Americans. Even as George Washington planned his magnificent estate at Mt. Vernon while suffering at Valley Forge, so we too have planned our Gardens of Tomorrow during the perilous days of Normandy and Iwo Jima.

The breath-taking beauty of a flower as it unfolds . . . the warm deep satisfaction to be found in one's own garden are a result of careful planning and diligent effort. With faith in the future and determination to make this the best garden you have ever had, now is the time to plan and plant it.

Let your Victory Garden, so urgently needed a year or two ago, be the start of a new landscape picture which will provide many years of joy and satisfaction. The ground which you so carefully prepared to grow food for home defense is ready to produce beauty and inspiration for a world at peace. Develop that garden as a part of your landscape while it is still in tillable condition.

Living Memorials are being proposed as a fitting tribute to those brave men who will not return. The usefulness, beauty and value of blooming plants should be an inspiration to the citizens of the future and a source of pride to the community.

We will be very happy to advise you if we can be of assistance in such programs or we will refer you to other sources should your problems be beyond our facilities.



THE PICTURE ON THE COVER

The front cover is a photo of a section of the J. & P. Display Garden. These numbers identify the varieties for your information: (1) **Fantasia**; (2) **Mary Margaret McBride**; (3) **Climbing Summer Snow** with **Summer Snow Floribunda** at the base; (4) **Crimson Glory**; (5) **Gayety Delphinium**; (6) **Delightful Delphinium**.

The J. & P. Test Garden

Where Modern Roses Are
Tested and Bred



(above) A view of the famous J. & P. Test Garden at Newark, New York. The greenhouse in the background is one of many in which modern Roses are created. The best of the new Roses from these greenhouse laboratories are planted in the outdoor garden where they undergo rigid tests to prove quality, depth of color, profusion of bloom, hardiness, disease-resistance, etc. Here you see a few visitors examining these new Roses in the test beds. (right) The Birth of a New Rose! E. S. Boerner, Director of Plant Research, placing the pollen from one Rose on the stigma of another. After thousands of such crosses . . . a lovely new Rose may be created. After several years of testing and propagating it is ready for a place in the Parade of Modern Roses.



C. H. Perkins, President of J. & P., under whose guidance thousands of acres of Modern Roses, Perennials, and Fruits are grown and sold all over America.

OUR Guarantee IS YOUR PROTECTION

OUR GUARANTEE—We offer you only one grade of Roses—the finest. We unconditionally guarantee every plant we ship to be of finest quality, true to name and class, sturdy and free from disease, and to reach you in perfect condition.

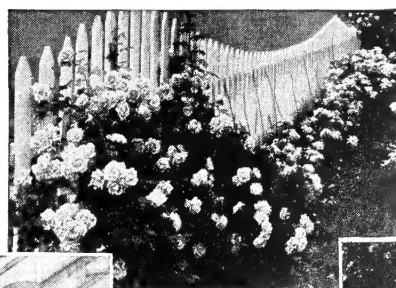
We guarantee every plant to flower the next normal blooming period after planting.

We will replace, prepaid and free of charge, any plant which does not perform according to the above guarantee, providing you have carefully followed our directions for planting and care, and providing your report so states and is filed with us on or before August 1 on shipments made the preceding fall or spring.

YOUR RESPONSIBILITY—Roses are mortal, like any other living thing. They really need comparatively little care—especially the new improved varieties. But they must be given fertile soil, sun and water, and proper cultivation, to keep them vigorous. We send you planting and cultural instructions in each shipment. Follow these and you will be rewarded with healthy growth and prolific blooms.

JACKSON & PERKINS COMPANY

Why "Modern" Plants Are Better



Climbers and Floribundas are an excellent combination. Above you see them used along a picket fence and at right a Climber on a post with a mass of Floribundas at the base. Many such lovely combinations are possible to aid in making your garden more beautiful and more interesting.



Sent to You Prepaid at Planting Time

(above) The plants you order from us are trimmed ready for planting, carefully packed in damp moss and waterproof paper, and each plant has a permanent label securely attached. They are then placed in sturdy cartons and shipped to you with charges prepaid at the correct time for planting. The photograph above shows one of our employees weighing parcel-post packages at the postage meter machine in our shipping department.

JACKSON & PERKINS CO.

World's Largest Rose Growers

NEWARK, NEW YORK . . . THE ROSE CAPITAL OF AMERICA

December 17th, 1945

TO OUR CUSTOMERS:

Gardening in America is entering a new era.... an era in which people will take increased pride in their handiwork. Our contribution to this will be infinite loveliness and greater satisfaction than was ever before possible, due to our extensive program to keep available the best and finest varieties in Modern Roses, Perennials and other garden plants.

Despite our best efforts, the lack of skilled labor and material during the last year hindered our plans to such an extent that we could not fill all of the orders from our many customers. The shortage of labor and the fact that it takes two years or more to mature most of our crops has caused us to disappoint many of you but we hope to remedy this very soon. With the cessation of hostilities, our former employees are returning and the production outlook is brighter for the future.

In addition, our Department of Plant Research has been active during the war years, and we have a brilliant array of excellent new material being prepared for the very near future.

To those of our many friends who have been disappointed, we apologize for any inconveniences we may have caused and offer our sincere thanks for your patience and understanding. We here at J. & P. are earnestly bending all our efforts to fulfill your future requirements as soon as conditions permit us to do so.

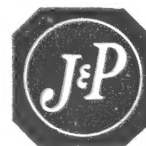
Sincerely yours,

Charles H. Perkins,
President

chp:mbv

Order Early

Because it takes at least two years to produce a modern Rose plant, this year's supply is still comparatively limited. Should we be sold out of the variety you order, to avoid disappointment we shall send another Rose of similar color and quality unless otherwise instructed (see "Special Service" on order blank). Please send remittance with order; we do not ship C.O.D.

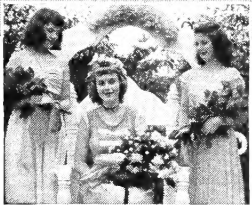


Every Modern Rose plant has this waterproof label attached. It is your symbol of the J. & P. guarantee and also has the name of the plant on the back for reference.

Any item not in this catalog is unavailable for the present season. If you want something not listed here, ask us about it on a separate sheet of paper from your order.

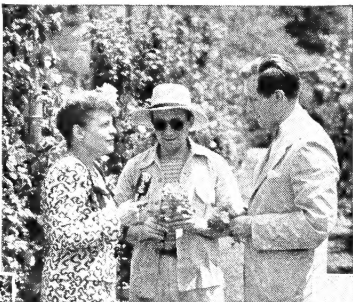
The Festival of Roses

**ANNUAL EVENT OF IMPORTANCE
TO ALL ROSE-LOVERS**



Unusual costumes, beautiful floats, and a gay holiday spirit marked the Kiddies Parade at the 1945 Festival as throngs lined the streets of Newark, N. Y., to see the children honor the Queen of Flowers. (left) Georgianna Parks, 1945 Rose Queen, photographed with her attendants in the J. & P. garden.

Several well-known radio personalities from many parts of the country broadcast to their regular listeners at home from the J. & P. test gardens.



Some activities at last year's Festival.



(Above) Connie Stackpole, WNAC, Boston, interviewing E.S. Boerner, J. & P. Director of Plant Research, in the test garden where he conducts his experiments in the development of Modern Roses.

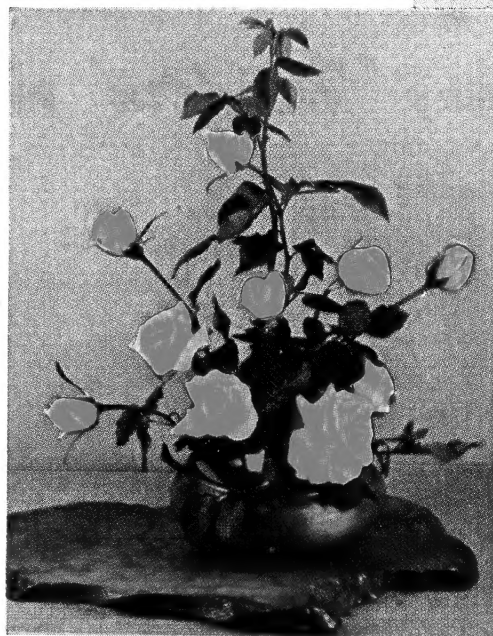
(Above) Helen Joyce, WLS, Chicago, interviewing Fred Morely, Associate Editor of Life Magazine and Eric Schaul, Life photographer. (Right) Ione McNay, WSYR, Syracuse, interviews C. H. Perkins, president of J. & P.



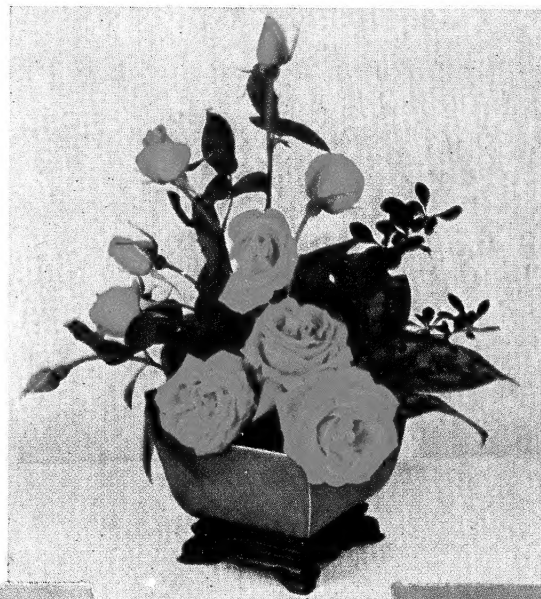
An Invitation

All of the Roses shown in this catalog, plus hundreds of other varieties including many which are still being tested, are on display in our gardens at Newark. Come to the Festival this June and see for yourself the beauty that can be yours by planting J. & P. Modern Roses and Perennials.

Newark is on the main line of the New York Central R.R. between Rochester and Syracuse. Easy to reach by rail or plane. By car it is a pleasant drive over excellent highways from any direction. Let a trip to the Festival of Roses this June be an outing for the entire family.



© J. & P. CO.

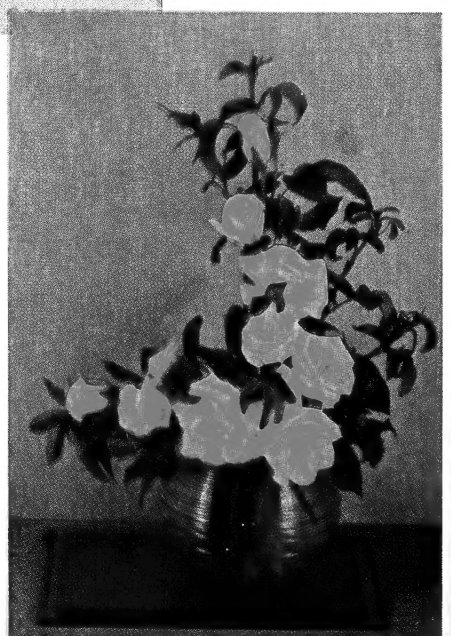


(Above) Flambeau, with pulmonaria and barberry foliage in turquoise pottery on black base, arranged by Mrs. C. W. Naas.

(Left) Lady Mandeville, in copper bowl on a burl plaque, arranged by Miss Clara Snow.

(Right) Eclipse, in amber glass bowl, arranged by Mrs. E. V. Knoblock.

Ruth Mosher Place, Garden Editor of the *Detroit News*, came to Newark with the flower arrangers from the Detroit Garden Club and wrote of their activities for friends and neighbors in Detroit.



© J. & P. CO.

ACTUAL DEMONSTRATIONS BY EXPERTS

The wonderful possibilities for lovely arrangements of Modern Roses were demonstrated by famous artists in flower arranging who came to the Rose Festival last June.

The three illustrations shown here are but a few of the many lovely Rose arrangements made by members of the Detroit Garden Club, who were the guests of J. & P.

©
J. & P. CO.

Parade of Modern Roses

Grey Pearl



Grey Pearl

THE STARTLING NEW ROSE

Introduced by Jackson & Perkins in 1945

Plant Patent Applied for

Last spring we received orders for five times as many Grey Pearl Roses as we had available. Thus, for every customer who received a plant . . . five other customers were disappointed. Once again we offer this sensational Modern Rose, but we do so with some misgivings. Our stock seems ample but since Grey Pearl is the only Rose of its kind in existence, we cannot anticipate the number of orders that will be received.

Originating in the nurseries of the famous McGredy's of Ireland, discovered there before the war by Eugene S. Boerner, J. & P. Director of Plant Research, and brought by him to the gardeners of America, we are proud to offer once again . . . Grey Pearl.

Buds ovoid pointed, tan-olive, slow opening.

Blooms medium large, double, 4 to 4½ in., high-centered. The golden yellow stamens contrast with the 40 to 45 lavender-grey petals, shaded olive and tan.

Foliage glossy, medium green.

Prolific blooms continuously.

Plant very hardy, vigorous; medium height. Robust and reliable.

Characteristics . . . no Modern Rose like it. Resembles Roses in old art prints.

\$2.50 each
{Limit of 1 to a customer}

COUNTESS VANDAL

(Plant Patent No. 38)

The sheer artistry of Countess Vandal . . . "Queen of Modern Roses" makes it a fitting companion for the sensational Grey Pearl. Outstanding favorite in the two-tone pinks, high in the popularity vote of ten leading Roses in America. Originated by Leenders of Holland, this pioneer in the New Era of Roses reigns in fine gardens in every section of the country. Long slender buds open languorously to high-centered flowers of infinite charm.

Color breath-taking coppery bronze and pink, flooded with gold; reflex of silver.

Exhibition . . . most widely used exhibition Rose. Buds and blooms always win high honors at Rose shows.

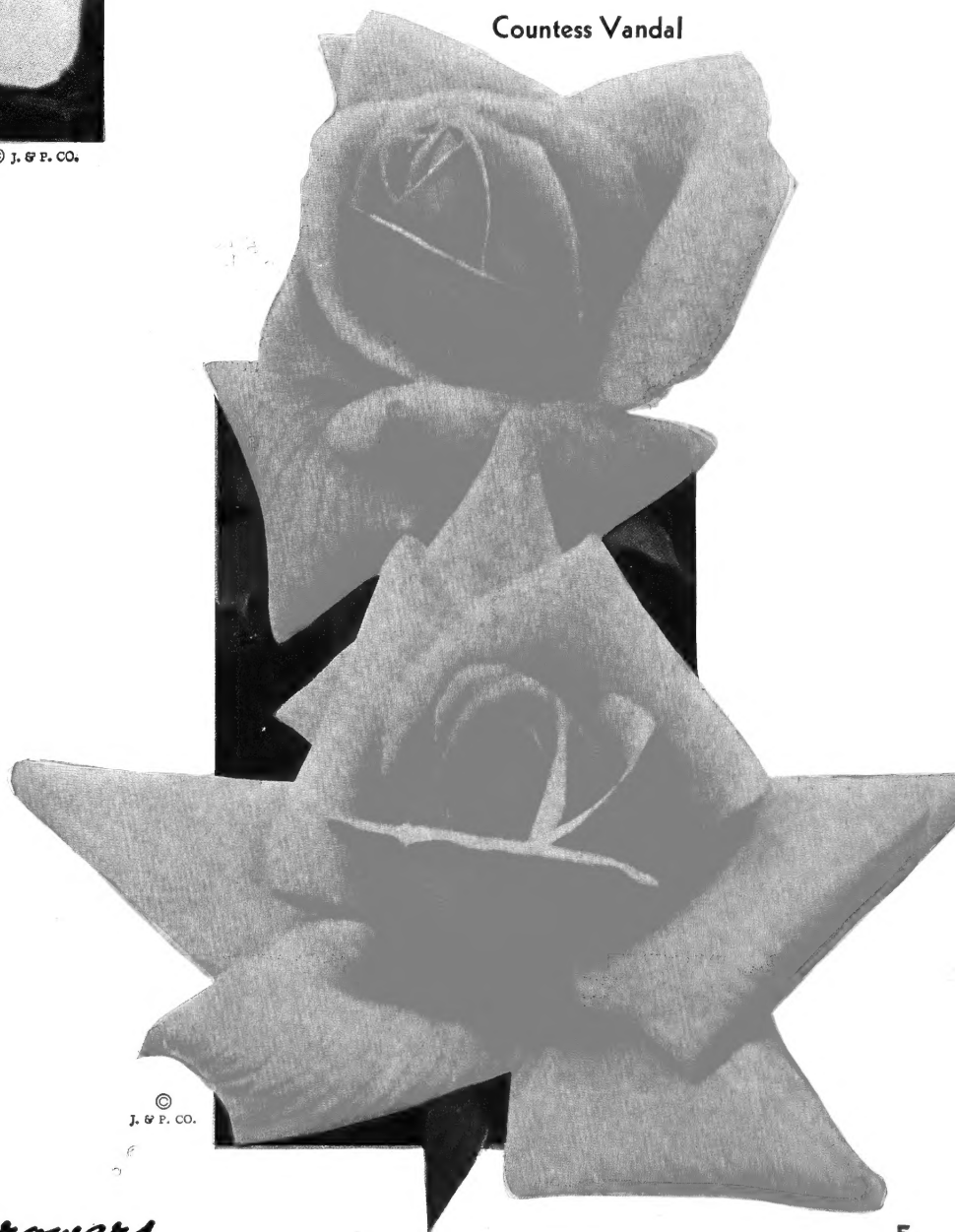
Fragrant . . . mellowing to winy richness.

Prolific . . . awarded Gold Medal of the King of Spain, for profusion of bloom.

Plant 24 to 30 in. high; disease-resistant, easy to grow.

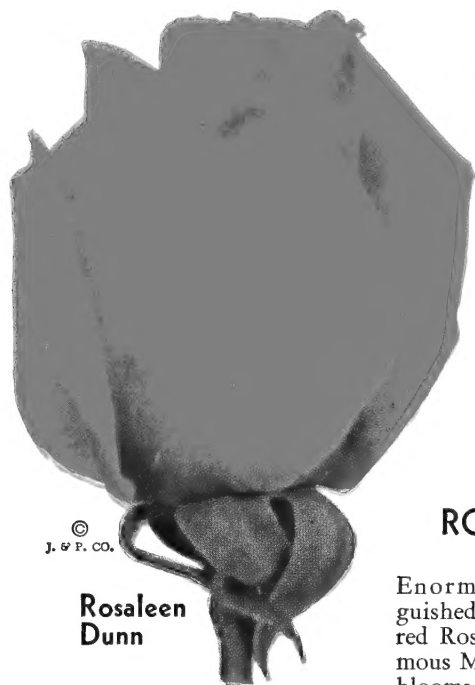
\$1.25 each; 3 for \$3.15; 12 for \$12.50

Countess Vandal



World's Largest Rose Growers

Hybrid Teas



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J. & P. CO.

**Rosaleen
Dunn**

Color... deep brick-red.
Blooms... large; long stems.
Foliage... dark; disease-resistant.
Bush... graceful, trim. 36 in.

ROSALEEN DUNN

(Plant Patent No. 483)

Enormous beauty and a distinguished ancestry. Here is a lovely red Rose from the house of the famous McGredy! Among the largest blooms in rosedom. For exhibition bloom and outstanding worth in garden and home, you'll marvel at Rosaleen Dunn. Plants grow tall and slim; plant rather close for best effect. Unusually fragrant to add to its other virtues.

\$1.50 each; 3 for \$3.75;
12 for \$15.00



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J. & P. CO.

**PRIMA
DONNA**

(Plant Patent No. 639)

Exquisite in form, intriguing in color. Glorious deep salmon suffused with pink... an eye-stopping display in the garden, a generous supply of buds and blooms for bouquets! Blooms continuously from mid-June through summer and fall. Slender, painted buds of salmon-pink unfurl slowly.

\$1.50 each; 3 for \$3.75;
12 for \$15.00

Prima Donna

Blooms... perfect, high-centered.
Scent... appealing, alluring.
Plants... vigorous, upright, 3 ft., disease-resistant.

FLAMBEAU

(Plant Patent No. 374)

Bright as the glow of flaming fagots, Flambeau is a vivid, vibrant, rich scarlet with shimmering velvety sheen on inside of petals. Exuberant in growth and most generous in bloom. Sets the garden aflame with compelling color that wins the admiration of all; the tone lightens somewhat in midsummer. Tall, 2½ to 3 ft.; hardy, very vigorous. Always one of the last Roses to bloom in fall.

\$1.25 each; 3 for \$3.15;
12 for \$12.50

Flambeau

PEDRALBES P. R. R.

This delicately shaded Rose has been an outstanding surprise in our test-gardens. Rosarian after Rosarian paused to admire because it has the "indescribable something" connoisseurs seek. You too will form a special attachment to this lovely jewel when you see it growing in your own garden.

Blooms... large, 5-in., creamy white petals, large yellow center. Finishes pure white.

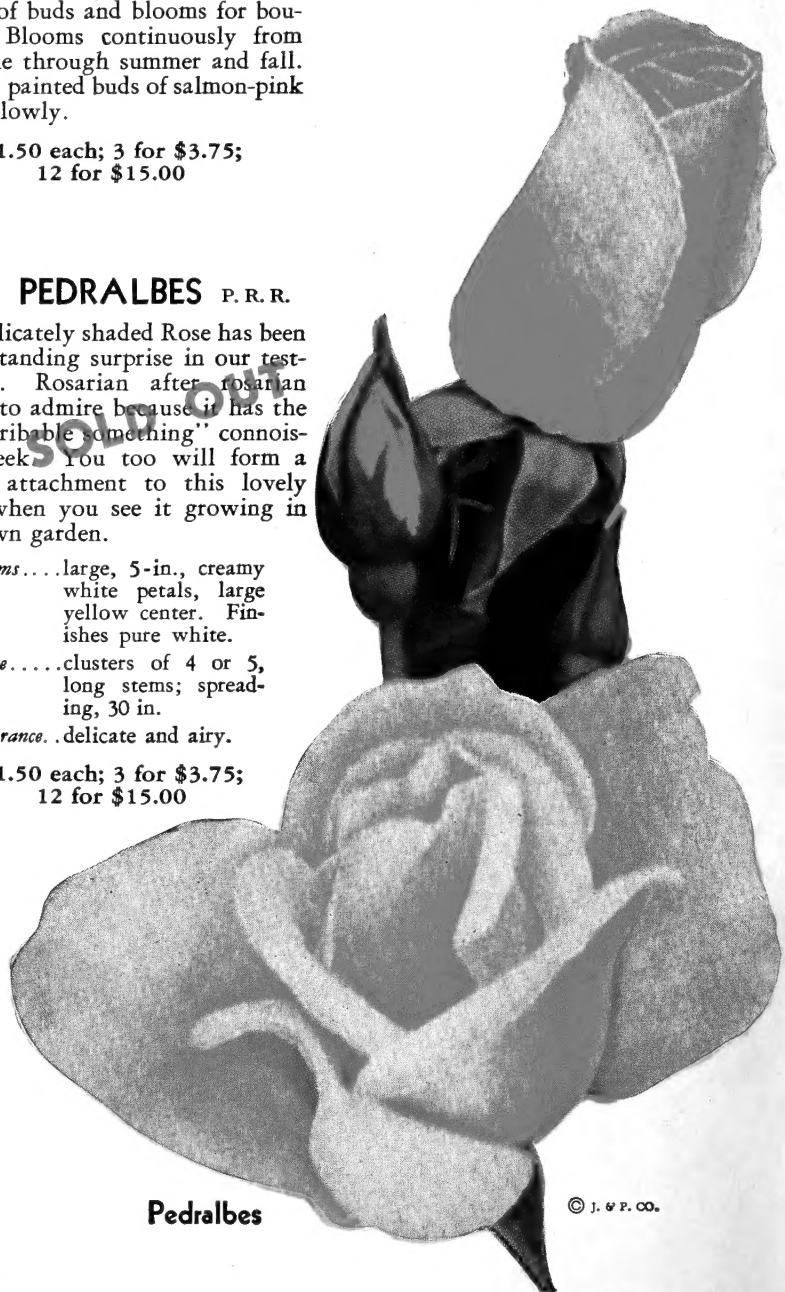
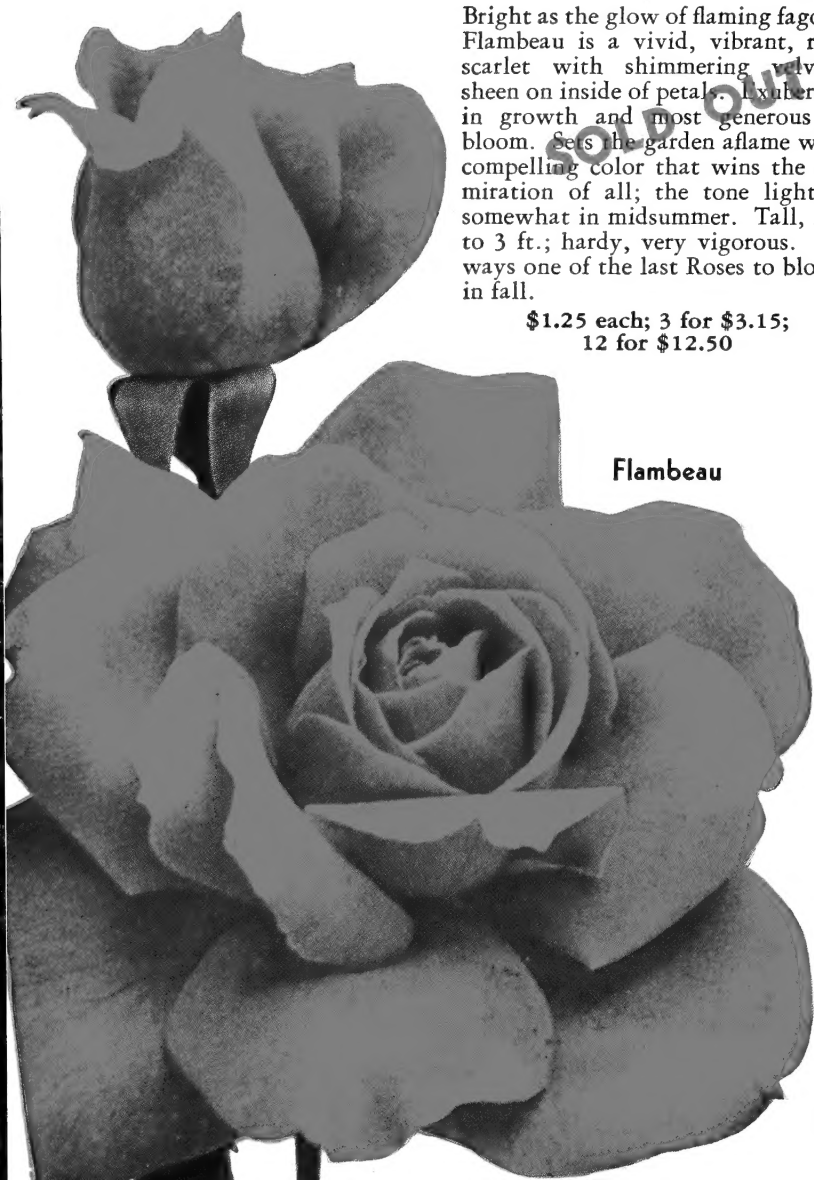
Borns... clusters of 4 or 5, long stems; spreading, 30 in.

Fragrance... delicate and airy.

\$1.50 each; 3 for \$3.75;
12 for \$15.00

Pedralbes

© J. & P. CO.



©
J. & P. CO.

Hybrid Teas

GRANDE DUCHESSE CHARLOTTE

(Plant Patent applied for)

A color heretofore unknown in the world of Roses. A shade of red such as might be seen in a precious oil painting. The beautiful buds are rich claret; open to artistic informal blooms which gradually change to a lovely begonia-rose. A "must" for your garden because it has all the characteristics one seeks in a Rose . . . glowing warmth, lovely form and a provocative color.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

Grande
Duchesse
Charlotte



Buds . . . long, streamlined.
Blooms . . . petals recurve.
Fragrance . . a hint of carnation.
Color . . . a new dusky red.
Stems . . . tall, upright.

MANDALAY

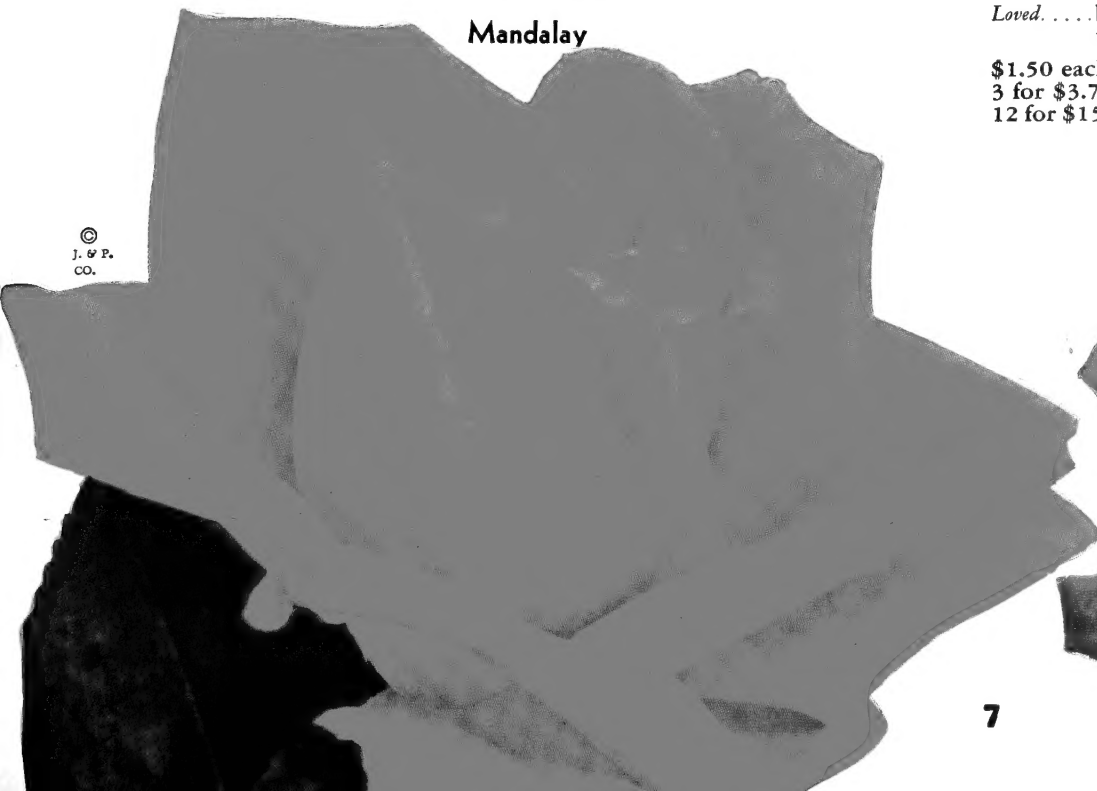
(Plant Patent applied for)

Molten gold forged into glorious 6-inch flowers! Largest of all yellow Roses. A large bloom of clear gold which remains undimmed throughout the life of the flowers. Unmistakable exhibition traits. Hardy, prolific grower; will reign in eye-filling splendor all summer long.

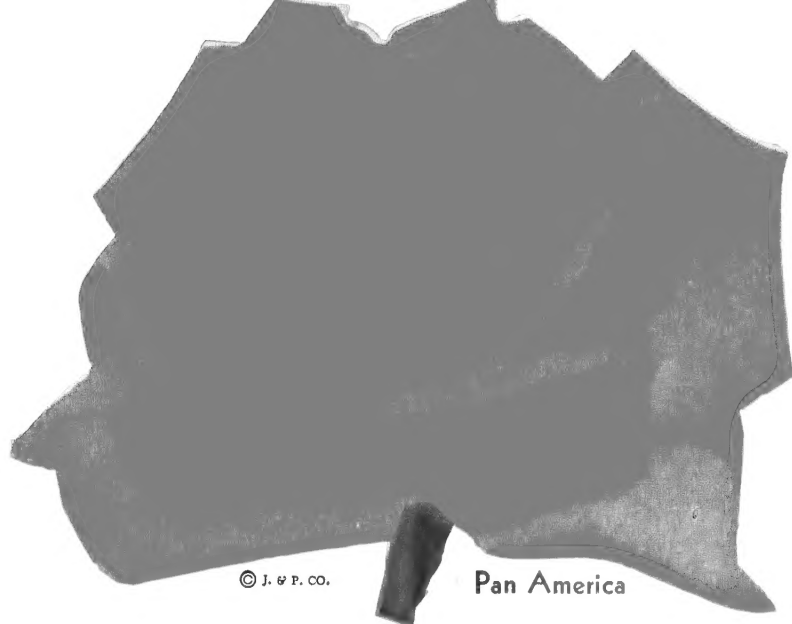
\$2.00 each; 3 for \$5.00; 12 for \$20.00

Bud . . . long, golden yellow.
Flower . . opens slowly, retains potent golden yellow and delicate fragrance. High-centered . . . largest yellow Rose.
Plant . . 3 ft. Prolific; disease-resistant.

Mandalay



©
J. & P.
CO.



© J. & P. CO.

Pan America

PAN AMERICA

(Plant Patent No. 437)

An outstanding leader in the Parade of Modern Roses. The reddish orange buds unfold to show deep orange inside, and these rich tones diffuse into beautiful tawny yellow with outside of petals darker gold; in the final stages, lovely light gold, darker outside. Fascination personified . . . add this to your collection for never-fading interest.

\$1.50 each; 3 for \$3.75;
12 for \$15.00

Fragrance . . . sweet; tea-like; alluring scent.

Continuous . . from the first burst of June, throughout the summer, with deeper color in fall.

Plants . . . 3 ft., hardy, vigorous, disease-resistant.

CRIMSON GLORY

(Plant Patent No. 105)

One of the most popular Roses in existence . . . and rightly so! Beautifully formed blooms of deep, vivid crimson, held proudly on vigorous bushes. The foliage is healthy and profuse. Its fascinating fragrance alone would make Crimson Glory an instant favorite.

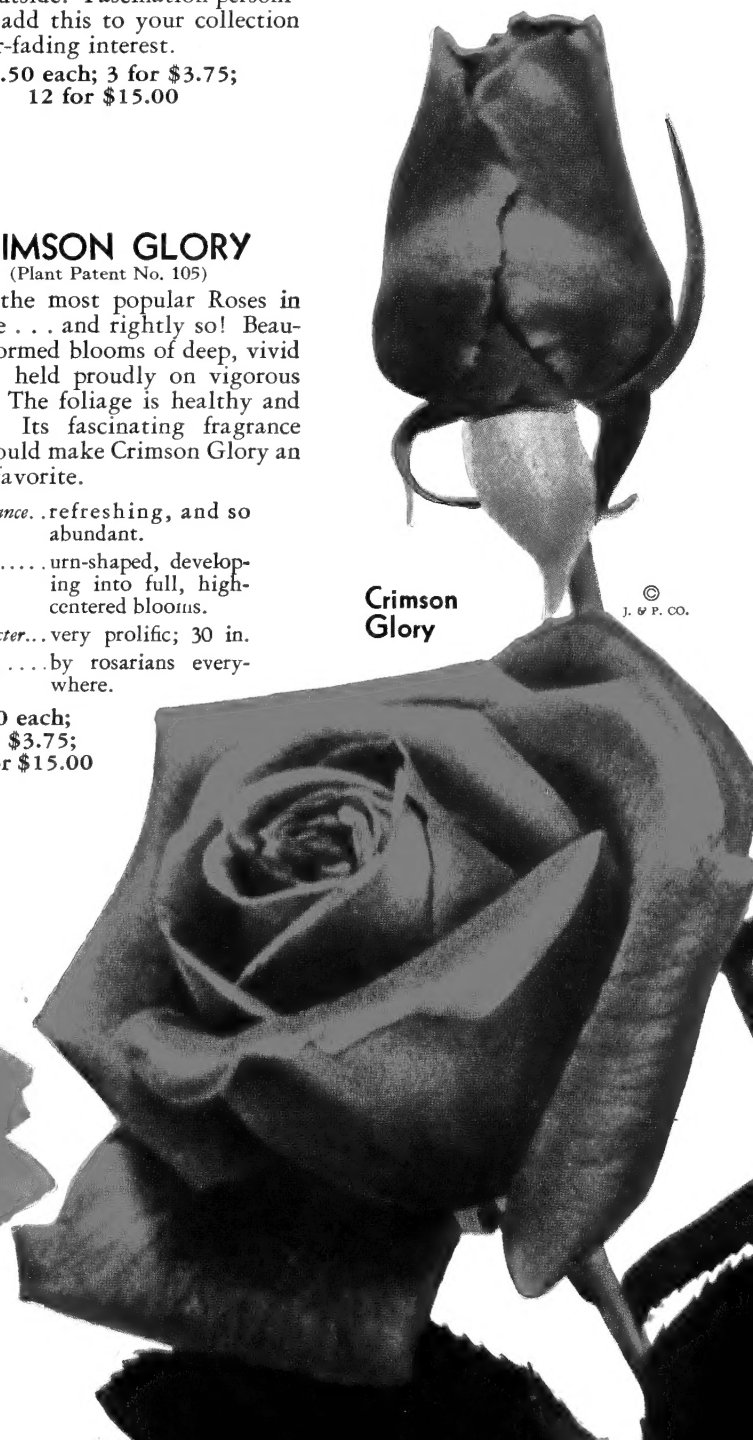
Fragrance . . refreshing, and so abundant.

Buds . . . urn-shaped, developing into full, high-centered blooms.

Character . . very prolific; 30 in. Loved . . . by rosarians everywhere.

\$1.50 each;
3 for \$3.75;
12 for \$15.00

Crimson
Glory



©
J. & P. CO.



Eclipse

© J. & P. CO.

ZULU QUEEN

(Plant Patent No. 363)

The darkest and one of the "blackest" of all red Roses . . . a magnificent, dusky deep maroon, almost black in its recesses. The flowers are very large and full-petaled. Large, dark green foliage. Of distinct vigor and beauty, the rich, velvety blooms never burn in the sun, even in torrid weather.

Bush . . . vigorous, hardy, well-proportioned; grows 2 ft. tall.

Blooms . . . the long, pointed buds open gloriously; distinctly and delightfully perfumed.

Generous . . . each bloom proudly borne, singly on long stems. While not an exuberant bloomer, far from sparse.

\$2.00 each;
{Limit, 1 to a customer}



© J. & P. CO.

Zulu Queen

Adoration



© J. & P. CO.

ECLIPSE — The "Streamlined" Rose

(Plant Patent No. 172)

Streamlined and modern . . . these slim tapering buds set a mark in grace and daintiness often exceeding 2 in. long! The best all-purpose yellow Rose in all climates! Brilliant golden yellow petals . . . an arresting spot of color in the garden and in a bud vase, bouquet or as a boutonniere. Plants are of the vigorous, branching type that produce abundant bloom all the time and have healthy, attractive green foliage. Disease-resistant. Right up in top ranks of the 10 favorite Roses in America in popularity vote of American Rose Society. Winner of the most coveted medals in rosedom. If you do not already have a generous planting of Eclipse, you will thank us for suggesting it in your 1946 garden.

Distinction . . . there has never been another with sleek, flowing buds like these.

Blooms . . . golden yellow, large; 20 to 25 petals; long-lasting when cut. Light fragrance.

Originated . . . by Dr. Nicolas in our own gardens.

Awarded . . . Gold Medals in France and Italy; Gold Medal of the American Rose Society.

\$1.25 each; 3 for \$3.15; 12 for \$12.50

ADORATION (Plant Patent No. 453)

A masterpiece of the noted French hybridist, Jean Gaujard. Best described as a glorified Los Angeles with a dash of Lady Pirrie coloring. Large 5 in. blooms. Delightful fragrance. Rich, glossy foliage accents warm sunset coloring.

Color . . . brilliant, entrancing salmon-pink.

Intriguing . . . long, pointed buds; high-centered blooms.

Habit . . . strong, upright plants, about 30 in. tall.

Produces . . . in great profusion, June till frost.

Honors . . . Gold Medals, Lyons and Bordeaux, 1939.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

The AMERICAN ROSE SOCIETY is working constantly to help its members grow better Roses. Its success in doing this has been proved by the ever-increasing membership list.

Annual dues \$3.50. Benefits include the American Rose Annual, the bi-monthly American Rose Magazine, pamphlets, and other aids. Send \$3.50 to

Secretary, Box 687E, Harrisburg, Pa.



©
J. & P. CO.



Mary
Margaret
McBride

MARY MARGARET McBRIDE

(Plant Patent No. 537)

**Winner of Fuerstenberg Prize in 1945, awarded "Best New Rose Introduced in America Within the Last Four Years."*

In constant demand because of its rich pink flowers and because it bears the name of the gracious "Mary Margaret." Large, double blooms, high-centered; clear deep coral-pink with shimmering gold at base of petals. Never fades, even in the hottest weather. Generous spring bloom, continues all summer.

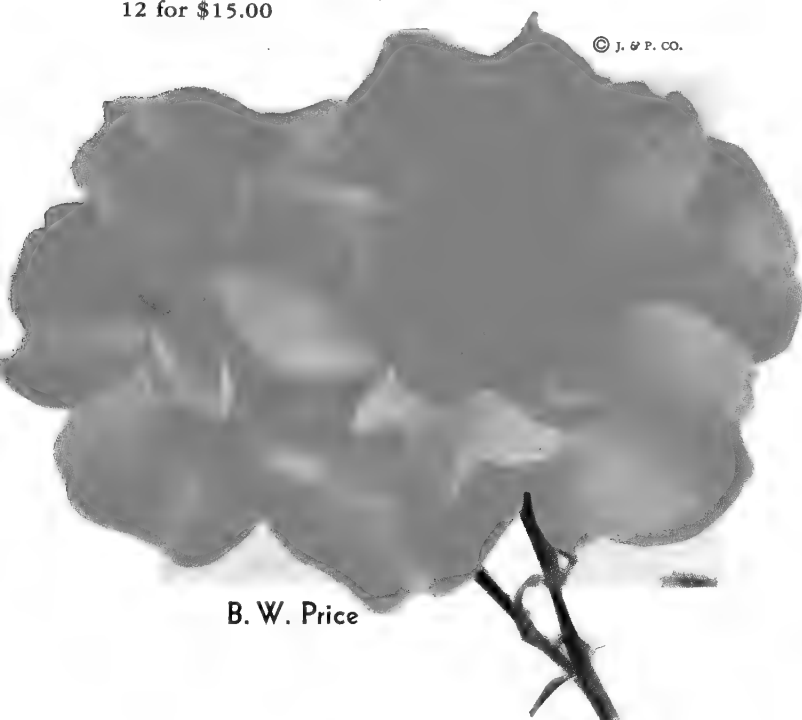
Blooms. .large, high-centered. Alluring fragrance.

Stems. .long, strong; vigorous, hardy, rollicking plants 30 in. tall.

Buds. .pointed, high-centered, deep coral-pink, opening gradually.

Honored. .All-America Award for 1943.* Created by the Jackson & Perkins Dept. of Plant Research.

\$1.50 each; 3 for \$3.75;
12 for \$15.00



B. W. Price

B. W. PRICE

(Propagation Rights Reserved)

This outstanding single Rose will make your garden more interesting! Dainty Bess was formerly the most popular single-type Rose. We introduced B. W. Price because it is a definite improvement. Color is a superior pink of pronounced brilliance, with 7 large petals instead of 4. To all who love Roses and would know them better, to all who seek the different and the unusual . . . we recommend B. W. Price as a welcome addition to any garden.

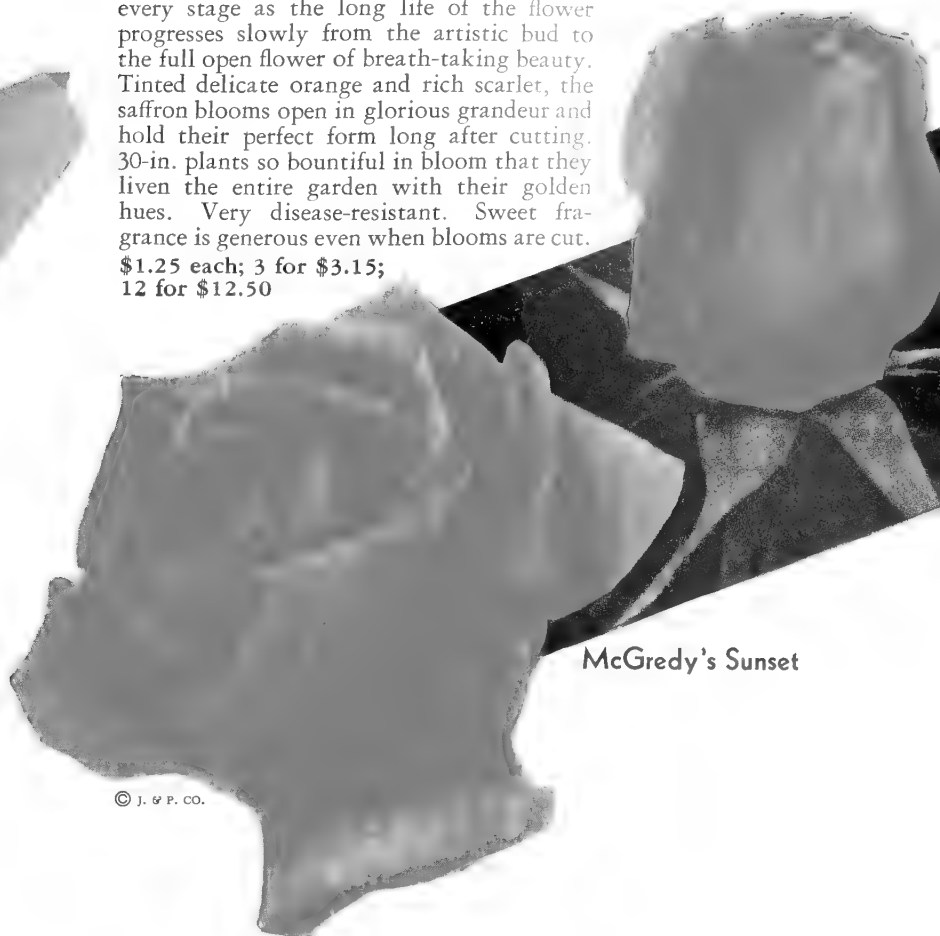
\$1.50 each; 3 for \$3.75; 12 for \$15.00

McGREDY'S SUNSET

(Plant Patent No. 317)

Large, fragrant blooms win admiration at every stage as the long life of the flower progresses slowly from the artistic bud to the full open flower of breath-taking beauty. Tinted delicate orange and rich scarlet, the saffron blooms open in glorious grandeur and hold their perfect form long after cutting. 30-in. plants so bountiful in bloom that they liven the entire garden with their golden hues. Very disease-resistant. Sweet fragrance is generous even when blooms are cut.

\$1.25 each; 3 for \$3.15;
12 for \$12.50



McGredy's Sunset

© J. & P. CO.

MME. MARIE CURIE

(Plant Patent Applied For)

Unusually generous, clear yellow blooms with sweet fragrance, on vigorous spreading bushes. Stems long, ideal for cutting.

Named for Mme. Marie Curie, co-discoverer of radium, and also for Greer Garson's screen portrayal of Mme. Curie.

Plants. .continuously in bloom. Very hardy—3 ft. tall.

Buds. . .the tight-pointed orange buds open slowly to ovoid shape.

Flowers. .large, 5-in. blooms, beautifully cupped. Very prolific all season.

\$1.50 each; 3 for \$3.75;
12 for \$15.00

Mme. Marie Curie



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J. & P. CO.



World's Largest Rose Growers

Hybrid Teas

SONATA (Plant Patent Applied For)

All the delicate tones and vibrant harmony of a musical masterpiece seem somehow to have found living expression in the exquisite form, enticing aroma, and sparkling color of this one Rose. Sonata is truly as beautiful as a symphonic melody. A cochineal-red in spring and fall, in summer lightening to unusual hues of deep, lively pink. In lovely contrast, the outside of the petals is several shades darker than inside. The large flowers are perfectly shaped, opening gradually and artistically from long, pointed buds of intense cochineal-red. The foliage is abundant and very dark green, contrasting beautifully with the flowers and completing the charm and artistry of the entire plant. Growing proudly erect on long, strong stems, Sonata blooms abundantly from spring to fall, gracing your garden with ample color and providing a generous supply of cut-flowers.

Buds pointed, long, cochineal-red.

Flower modern, high-centered, artistic.

Fragrance . . . sweet and pleasing.

Continuous . . . very prolific all season. Sun-heat-and disease-resistant.

Habit very hardy, vigorous, upright, about 36 in.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

Sonata

LOWELL THOMAS (Plant Patent No. 595)

Like the eminent commentator for whom it is named, this Rose is outstanding in its field. One of the All-America Roses, wins new friends wherever seen. Large, perfect blooms of glowing gold hold their color well. Dainty alluring fragrance. A delightfully rich Rose with its 35 buttery golden yellow petals. On long stems, each bloom is a treat in itself. Sturdy and vigorous, very satisfactory in the garden.

Blooms . . . distinctive 35 petals, large, long-lasting.

Foliage . . . dark green, individualistic, attractive.

Season . . . particularly good June bloomer and persistent all season.

Plant . . . vigorous, sturdy grower. Up to 3 ft. in height.

\$2.00 each; 3 for \$5.00; 12 for \$20.00



Lowell Thomas

Outstanding Varieties Available in Limited Quantities. Not Illustrated.

GLOAMING. (Pl. Pat. No. 137.) Gracefully formed, delicate salmon-pink buds blending into tawny orange and gold. Large, double, perfect exhibition blooms. Fragrant. 24 in.

\$1.25 each; 3 for \$3.15; 12 for \$12.50

GREER GARSON. (Pl. Pat. app. for.) High-centered, large. Deep rose-pink, inside lighted with a brilliant suffusion of yellow. Sweetly fragrant. Unforgettable as its lovely namesake.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

HEART'S DESIRE. (Pl. Pat. No. 501.) AARS, 1942. Long, deep red, streamlined buds. Fragrant, double blooms of rich scarlet. 36 in.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

HOME SWEET HOME. Large flowers, literally drenched with the sweetness of real old-Rose perfume. Clear, fresh glowing pink blooms, silvery edges. From England. 24 in.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

LADY MANDEVILLE. (Pl. Pat. No. 461.) A McGredy masterpiece! Warm, rich yellow, overlaid with amber. Reddish tinted foliage. Excellent shape and delightful fragrance. 24 in.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

McGREDY'S SALMON. (Pl. Pat. No. 410.) Perfect buds unfold into truly delightful apricot-salmon flowers. Exuberant bloomer having rich, fascinating fragrance. Medium growing, with generous foliage.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

MME. JEAN GAUJARD. (Pl. Pat. No. 338.) The Rose with the exquisite bud. Delicate creamy yellow, with gorgeous shade of orange and carmine-pink on the reverse. Disease-resistant, upright, about 3 ft. tall.

\$1.25 each; 3 for \$3.15; 12 for \$12.50

NEVILLE CHAMBERLAIN. (Pl. Pat. No. 428.) Graceful, high-centered, burnt-orange buds; delightfully formed, rich double blooms of salmon overlaid with rich bronze. Touch of orange at base. Tall, vigorous.

\$1.25 each; 3 for \$3.15; 12 for \$12.50

PANORAMA. (Pl. Pat. No. 614.) Unique and very lovely! Petals gloriously bathed deep rose-pink with silvery buff, delicately suffused pink on reverse side. Vigorous and fragrant. 30 in.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

PEACE. (Pl. Pat. No. 591.) All-America Selection for 1945. Lovely yellow passing through various shades to delicate cream with pink edges as flower opens. Particularly rugged and sturdy; large flowers on strong stems.

\$2.50 each; 3 for \$6.25; 12 for \$25.00

PEARL S. BUCK. (Pl. Pat. No. 423.) Beautiful, long-lasting and fragrant. Rich orange-hued buds; flower soft gold suffused apricot. Long, stems, pointed buds. Rich fragrance. An exhibition Rose. 36 in.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

RONCARD. (Pl. Pat. No. 284.) Clearest of bicolors—startling color play, intriguing golden buds, inside of petals superlative scarlet. Large, lasting flowers. Extremely fragrant. 18 to 24 in.

\$1.25 each; 3 for \$3.15; 12 for \$12.50

ROSE BAMPTON. (Pl. Pat. No. 425.) Striking shade of China red. Retains depth of color throughout long life of 5½-in. blooms. Slightly bicolor in spring; intense red all summer. 30 in.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

Hybrid Teas

DICKSONS RED

(Plant Patent No. 376)

Here is the answer to your quest for a red Rose that is adapted to any garden . . . any gardener! Thousands of plants are sold every year, and rightly so. This glowing scarlet-red Rose from the Emerald Isle "has everything"—flashing color; large, beautifully cupped, high-centered form; rich fragrance; early, abundant, continuous bloom; resistance to heat; strong, sturdy bush; clean, healthy foliage. Flowers erect on long, strong stems. Excellent for cutting. A Rose so lovely, so rugged, so able to stand the hottest sun with color undimmed—so completely satisfying it will continue to be the leading red Rose for years to come. In cooler weather, a rich velvety red. There is no other red Rose which will be more faithful in producing an abundance of glorious bloom all season long, nor one with more fragrance than the spicy richness of Dicksons Red.

Hardy. . . . thrives in hottest summer and blooms unceasingly, one of the first in spring. The color holds; does not blue.

Plant. . . . well formed, about 2 ft. tall. Foliage is both abundant and fresh-looking at all times.

Fragrance. . dominating, rich, mellow.

Awards. . . Gold Medal, National Rose Society of England; Clay Cup for Fragrance. First award for Hybrid Teas, All-America Rose Selections.

\$1.25 each; 3 for \$3.15; 12 for \$12.50



© J. & P. CO.

Dicksons Red

SIGNORA

(Plant Patent No. 201)

All over America, legions of new worshipers continue to march on in high praise of Signora! Season after season the popularity of this gay Rose continues to mount as old friends increase their plantings and all their neighbors fulfill their desire to possess it for their own gardens. A pronounced improvement over the everywhere-famed tones of President Hoover and its predecessor, the well-known Talisman. Born on the Mediterranean, Signora comes to us with all its warmth and glamour, together with a heritage of vigor under all conditions, also flourishing in particularly hot and dry climates. Graceful buds of warm brownish orange, opening to lighter mandarin and salmon—a color which makes any garden sparkle and dance. Unusually heavy foliage of beautiful rich green that is most ornamental.

Buds. . . . graceful, compelling, with their unusual warm tones, further brightened by the touch of gold at base of petals.

Blooms. . double, very fragrant, on long stems. Excellent for cutting.

Habit. . . vigorous, branching plant, fine foliage. 3½ ft. tall.

Prolific. . always full of flowers, excellent for cutting.

\$1.25 each; 3 for \$3.15; 12 for \$12.50



© J. & P. CO.

Signora

World's Largest Rose Growers

Hybrid Teas

The Rose of Patriots

BRANDYWINE

(Plant Patent No. 530)

Vigorous, hardy, and fragrant. Brandywine always retains its foliage even under difficult conditions. Created in "Cradle-of-Liberty Land," on the banks of the historic Brandywine, tall and strong and rugged as the patriots of old. The handsome large pointed buds are the answer to a flower arranger's prayer, lovely for bouquets, exquisite in boutonniere or corsage. The virile plants grow to a height of 4 ft., blooming heartily right through till late fall. In a delightful shade of buff-yellow, the sleek buds open slowly and finish light yellow; in the cooler fall weather they assume lively orange tints. Their sweet fragrance is equally pleasurable in the garden and in the home.

Particularly effective in your garden because its disease-resistant qualities and unusual dark green foliage make it attractive even when there are few flowers.

Buds.... modern, pointed, buff-yellow, with lively orange tints in cooler weather.

Blooms... light yellow, stately, cup-shaped, fine large flowers on good long stems.

Fragrance... the sweet perfume is alluring, so truly characteristic of the Rose.

Plants... tall, vigorous, rugged, hardy; up to 4 ft. Very disease-resistant.

Foliage... large, dark green, very attractive.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

Did you know that it takes between four and five years to develop, test and produce a Modern Rose? J. & P. experts are now breeding the new plants you will enjoy in the 1950's.



Brandywine

HECTOR DEANE

(Plant Patent No. 361)

One of the Finest McGredy Roses

Even a single plant will perfume a whole garden. Long-pointed, crimson buds with orange tinge at base, opening into an unusually artistic petal formation. Interesting as the unique petals slowly unfold, reaching their gracefully reflexed stage with always perfect color harmony. The exquisite hues create a center of attraction in any garden. Rampant grower! Contributes constant glow of rich color. Blooms repeat very quickly.

Blooms... delightfully informal, distinct; graceful petals reflex in unique fashion. Varies from cochineal-carmine with silvery edges in North, to deep pink touched salmon in South.

Fragrance... unsparing, old Rose perfume.

Growth... vigorous. Tall, stately 30-in. plants. Excellent foliage.

\$1.25 each; 3 for \$3.15; 12 for \$12.50

Hector Deane



WAVES

© J. & P. CO.

WAVES (Plant Patent No. 638)

Named to honor the U. S. Navy's Women Reserves

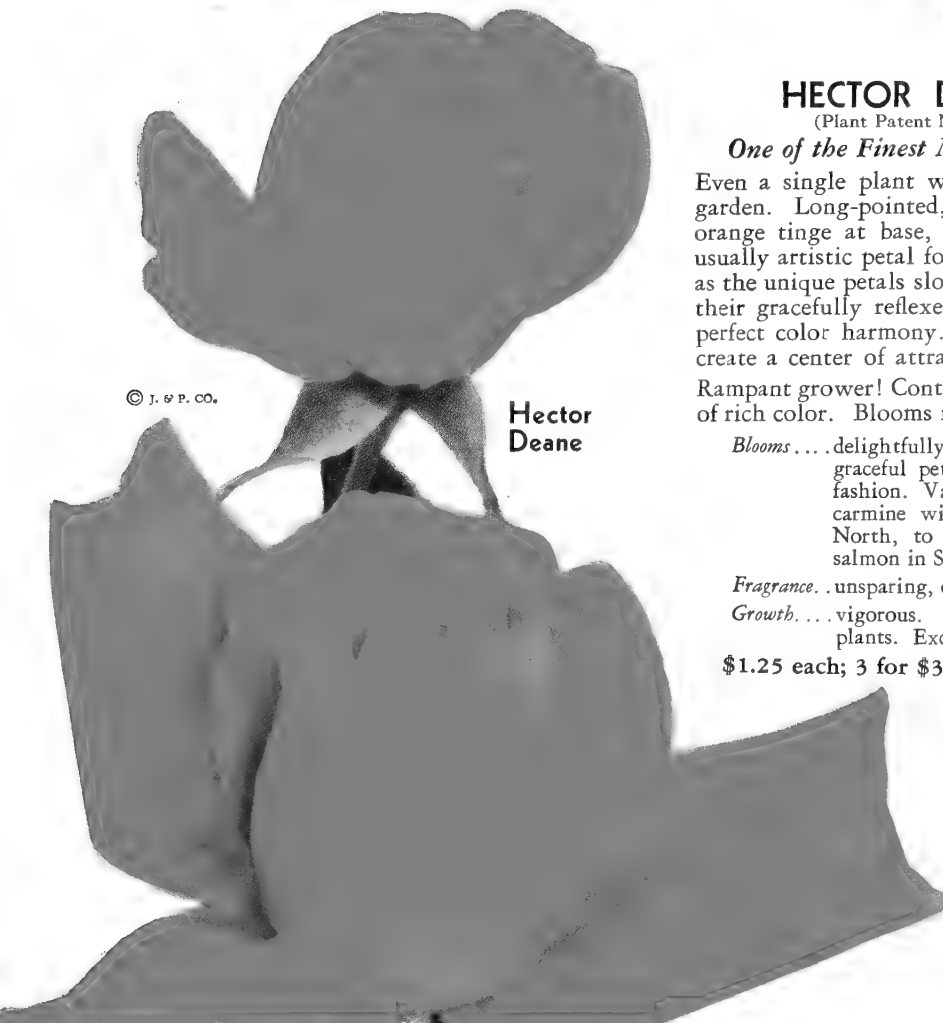
WAVES has all the fine qualities of its lovely parent, Dame Edith Helen, with infinitely greater charm. The coral-pink, ovoid buds and intriguing, cup-shaped blooms are of unceasing interest and very generous in their old Rose fragrance. 15 to 18-in. stems.

Plant... vigorous, compact, very hardy. 30 in.

Profuse... everblooming spring till late fall.

Blooms... hold well in sun; satiny inside, glossy outside. Clear glowing pink becomes a lovely soft salmon-pink in fall.

\$1.50 each; 3 for \$3.75; 12 for \$15.00



© J. & P. CO.



*The All-America
Winning Pink Rose
of 1944*

© J. & P. CO.



KATHERINE T. MARSHALL

(Plant Patent No. 607)

A Rose of rare beauty—grows vigorously with large, upright blooms of glowing pink. Created by E. S. Boerner, Director of the J. & P. Dept. of Plant Research. Popular everywhere. Very hardy. The growth and foliage is equal to the Radiance family and outstrips the old favorite President Hoover. Fruity fragrance, perfect form, and long stems.

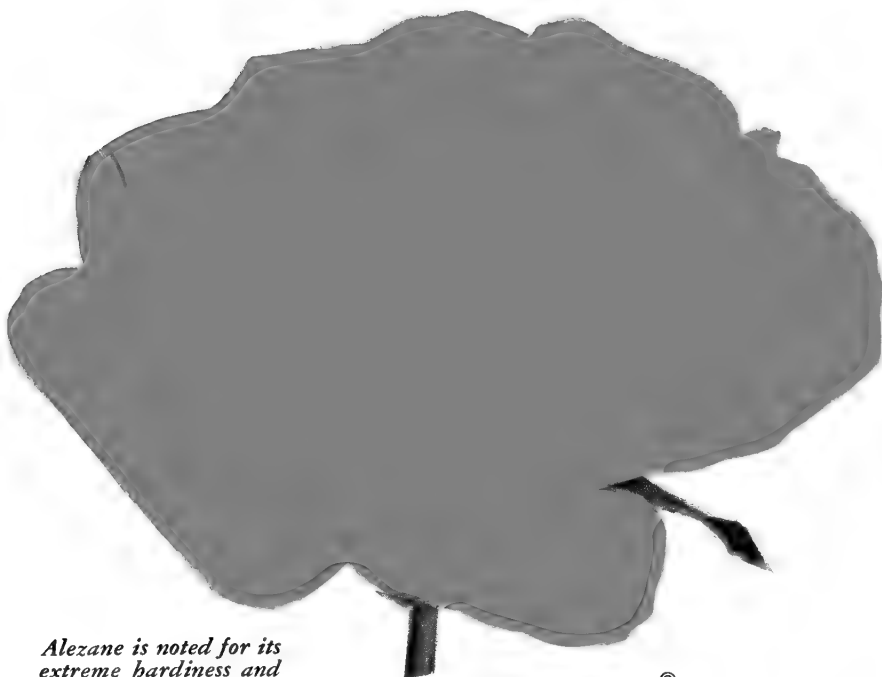
Buds long, firm, slow opening—deep coral-pink suffused yellow.

Blooms generous, cupped, 5 in. Heavy petals resist summer sun.

Fragrance marked and fruity.

Plants hardy, very vigorous, tall, 2 to 4 ft. Rich profuse dark green foliage. Very bushy—resistant to heat, rain, disease.

\$2.00 each; 3 for \$5.00; 12 for \$20.00



*Alezane is noted for its
extreme hardiness and
entirely unique color.*

ALEZANE

(Plant Patent
No. 116)

© J. & P. CO.

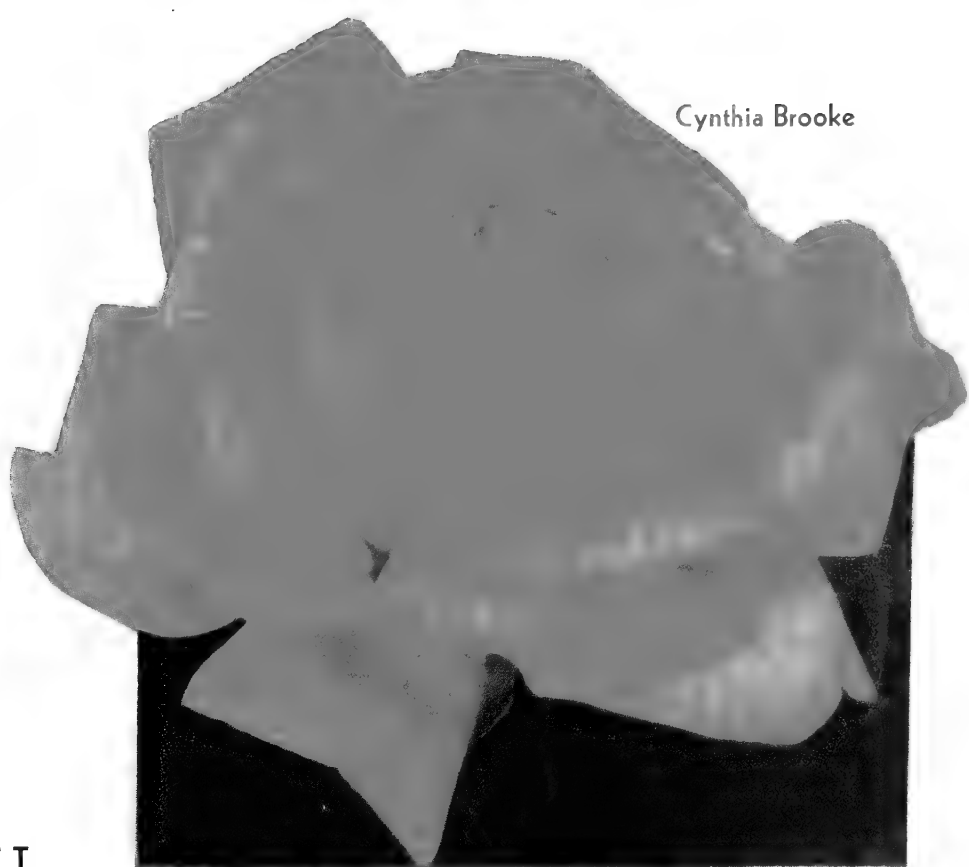
A unique color! Prized for its profusion of bloom and hardiness. *Blooms three weeks earlier than most.* Enchanting in its unusual hues. E. A. Piester, curator of the Hartford Rose Garden, says, "Alezane is the hardiest and most winter-resistant of the hundreds of varieties in the Hartford Garden."

Buds urn-shaped, chestnut-brown.

Blooms double, cupped, sorrel and chestnut, finishing rich apricot. Backs of petals striped sorrel and veined yellow.

Growth vigorous. Repeats very quickly; many blooms for cutting. 24 in.

\$1.25 each; 3 for \$3.15; 12 for \$12.50



Cynthia Brooke

© J. & P. CO.

CYNTHIA BROOKE

(Plant Patent
No. 551)

A new Rose of surpassing loveliness and perfume, this gem from the famous McGredy's of Ireland. As the flowers develop, the beautiful salmon-orange color of the petals gradates to a pinkish-orange and the inside petals of golden yellow finish soft buff-yellow. Blooms all summer.

Bud rounded, salmon-orange.

Flower medium size, cupped, 45 petals, fruity fragrance.

Foliage leathery; rich dark green. About 20 in.

Hardy disease-resistant; stands heat, rain and sun.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

ROME GLORY

(Plant Patent
No. 304)

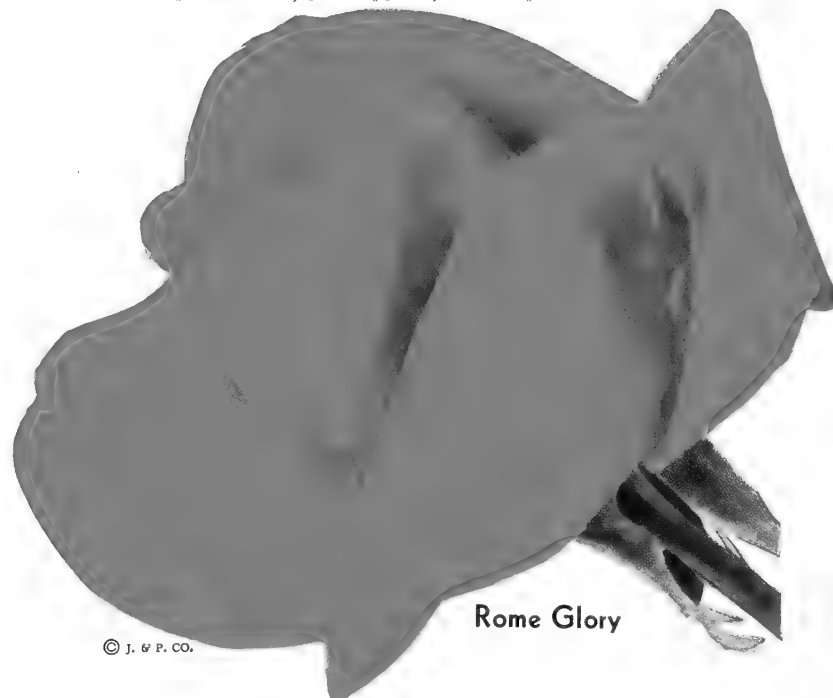
The aristocrat of red Roses, among the largest in Rosedom, unchallenged in a wide, bright world of color. A true patrician. Forne freely on extra-long stems, keeping marvelously in bouquets. Superb fragrance, most prized of all Roses at the florists, commanding fabulous prices wherever grown.

Buds more glorious, more perfect than any American Beauty. Large, double blooms of exquisite form.

Lasting flowers last long on the plant, or cut.

Plant strong, healthy, of better than average height.

\$1.50 each; 3 for \$3.75; 12 for \$15.00



© J. & P. CO.

Rome Glory

Universal

GROUP #56 All 8 Roses pictured on this page

(Value \$8.00) \$6.75

Pres. Hoover

K. A. Viktoria

Mme. Jos. Perraud

Etoile de Hollande

Editor McFarland

McGredy's Yellow

Poinsettia

Condesa de Sastago

Beloved favorites of many a fine Rose garden, these are the best of the older Hybrid Tea Roses. Admired by Rose lovers for years, Universal Favorites still merit a place in many fine gardens.

Only Roses that do well in all parts of the country are in this list . . . recommended by leading rosarians, extensively planted in public Rose gardens.

Highest-grade, 2-year-old, field-grown plants, ideal for a large colorful planting at little cost. A generous supply of cut-flowers can be obtained throughout the season from your plantings of the Universal Favorites.

NOTICE

Our supply of some varieties may become exhausted. In order not to disappoint you, we will substitute similar types if necessary, unless you instruct us not to on the order blank.

Your Own Choice

of any of the 32 varieties listed,

\$1.00 each;

3 for \$2.75

Any 6 plants \$5.25

Any 12 plants \$10.00

Any 25 plants \$20.00

Favorites

HYBRID TEAS

Any variety listed,
\$1.00 each; 3 for \$2.75

Briarcliff. Extra large; perfect form; deep rose-pink, lighter on outer petals. Fragrant.

CHRISTOPHER STONE. Velvety scarlet-crimson; damask fragrance. Vigorous, upright.

CONDESA DE SASTAGO. Two-toned coppery pink inside, golden outside. Old-time bicolor.

Dainty Bess. Large, frilled, single flowers, flesh-pink inside, old-rose reverse. Deep red stamens.

Dame Edith Helen. Large, glowing pink. Long stems. Vigorous; fragrant. Continuous bloom.

Duquesa de Penaranda. Copper-apricot in summer; cinnamon-peach in fall. Large flowers.

EDITOR McFARLAND. Clear brilliant pink, slightly suffused yellow. Intensely fragrant.

Elite. Salmon-pink with yellow blend, long-pointed deep coral buds. Long stems. Free flowering.

ETOILE DE HOLLANDE. Bright red; large; loose; semi-double, fragrant. Vigorous.

Golden Dawn. Sunflower-yellow, turning to lemon; well formed, fragrant. Continuous.

Hinrich Gaede. Large; orange-yellow and nasturtium-red. Fine long-pointed buds.

Names printed in capital letters are
varieties illustrated

Christopher
Stone

Talisman

Soeur
Therese

Pink Dawn

Joanna Hill. Medium yellow. Long, strong stems. Moderately fragrant. Very free-blooming.

K. A. VIKTORIA. Exotic pure white blooms for contrast in bouquet or garden. Pointed buds.

McGredy's Ivory. Graceful blooms. Delicate creamy white, yellowish at base. Long bud.

McGREDY'S YELLOW. Large, bright buttercup-yellow. Exquisite bud and flower.

MME. JOSEPH PERRAUD. Long, nasturtium-orange buds open to nasturtium-buff blooms. Fragrant, vigorous.

Mrs. E. P. Thom. Fine buds; perfect rich yellow flowers; delicate fragrance. Very hardy.

Mrs. Pierre S. du Pont. Deep golden yellow, slightly lighter with age; semi-double. Fragrant. Steady bloomer.

Night. Deep black-crimson. Long-pointed bud; high-centered, fragrant. Prolific.

Numa Fay. Peach buds open to salmon-pink. Large flower of 50 petals. Hardy, symmetrical.

Opal. Orange-pink buds; 5 1/2-in., peony-shaped, salmon blooms, softening to opal. Prolific.

PINK DAWN. Deep rose opening to pink. Tinted with orange at base. Fragrant.

POINSETTIA. Long, pointed, perfect buds; glowing fire-red. Vigorous. Fine for cutting.

PRESIDENT HERBERT HOOVER. Maroon and orange, two-tone. Vigorous; fragrant.

President Macia. One of the finest pinks. Long buds. 6-in. blooms; flesh, rich pink reverse.

Radiance. Cameo-pink; large; intensely fragrant. Blooms all season, in all climates. Tall.

Red Radiance. Very large; long-lasting; intensely fragrant; clear, even red. Tall.

Roslyn. Tapering buds, big, ruffled golden yellow flowers, very fragrant. Long stems.

SEUR THERESE. Long, pointed, silvery yellow buds, marked mauve-red. Fragrant. Daffodil-yellow blooms.

TALISMAN. Golden yellow and copper; long-lasting. Free-blooming. A great favorite.

The Doctor. Sparkling pink buds, pointed; one of the largest of all blooms . . . 5 to 6 in. across.

Vera Allen. High-centered blooms, creamy pink outside, deeper pink inside. Lovely fragrance.

Any variety listed,
\$1.00 each; 3 for \$2.75

Favorite Dozen

GROUP #36

All 12 shown in color

\$10.00

GROUP #46

All 4 Roses pictured on this page

(Value \$4.00) \$3.65

GROUP #56

All 8 Roses pictured on opposite page

(Value \$8.00) \$6.75

"Garden of Old Favorites"

GROUP #66

36 plants, 3 each of all 12 Roses
pictured

(Value \$36.00) \$28.20

Floribundas

HARDY! Versatile! Masses of color. Great clusters of flowers even on a single branch. Floribundas have a place in any landscape . . . any garden . . . because they combine the best features you want in a truly "all-season bloom." Floribundas fit beautifully into the garden ensemble and the bushy plants are in flower continuously from June to frost. Because of their unusual characteristics, they are ideal for mass display, in borders with flowering shrubs to give color after the shrub bloom is past, among evergreens, as hedges or in any other location where you want a splash of gay color all summer. Especially suited for table decorations. The flower clusters lend themselves well to arrangements of many interesting types.

Pinocchio (Plant Patent No. 484)

The Sensational
"ROSE OF TOMORROW"

Truly the all-purpose wonder of Rosedom and, of course, a J. & P. introduction! *Extremely hardy, very easy to grow, always in bloom, with hundreds of flowers on every bush setting the entire plant aglow with gay harmony.* Great clusters of exquisite pointed buds open gradually to long-lasting Miniature Tea Roses, 1½ inches across.

Always in Bloom—Long-Lasting

Pinocchio blooms so exuberantly that the word "everblooming" seems inadequate . . . as the last flowers in a cluster finish, the first buds are opening on other shoots, bringing new interest daily. The flowers are long-lasting in all weather.

Appealing Color—Artistic Sprays

The winsome buds are rich appealing salmon, flushed with gold at base, gradually changing to soft clear pink as the "sweetheart" flowers open and acquire deeper pink edges. Exotic, fruity fragrance. The artistic sprays of buds and blooms are incomparable for mass or miniature flower arrangements. Often keep from 8 to 10 days in the home. Unrivalled for boutonnieres.

Many Uses—Continuous Display

In the garden Pinocchio has many uses and generously fulfills them all. It is ideal to plant in shrub and evergreen borders, particularly effective in continuous summer and fall color after the flowering shrubs are done. The cool pink masses are refreshing in mass plantings and edgings for paths, drives, beds, and borders.

Bred to endure rigorous winters and to bloom abundantly from early June through the hot summer and through fall; a welcome addition to any garden.

Buds... pointed, exquisite, salmon flushed gold at base.

Blooms... in great clusters, opening slowly to Hybrid Teas in miniature, 1½ in. across, gradually changing to soft clear pink and acquiring deeper pink edges. Long-lasting in garden and when cut. Admirable for flower arrangement. Exotic, fruity fragrance.

Plants... very prolific, continuous; hundreds of blooms to a bush. Extremely hardy, 20 to 24 in. tall. Rich dark green foliage, very disease-resistant.

\$1.25 each; 3 for \$3.15; 12 for \$12.50; 25 for \$23.45



© J. & P. CO.

Pinocchio



Pinocchio makes a colorful hedge, a worthy Rose garden specimen and is always lovely for dainty bouquets.

CONTINUOUS BLOOM • EASY TO GROW ANOTHER J & P CONTRIBUTION TO BETTER GARDENS

Recognizing the importance of Floribundas for their universal value to all Rose-loving America, J. & P. has taken the lead in making them available to everyone. Floribundas give flower lovers an all-round type combining the most desired features of Roses with other characteristics necessary for continued loveliness and simplicity in growing. With a minimum of care, these masses of glowing color provide a continuous spectacle of breath-taking loveliness all season.



BETTY PRIOR (Plant Patent No. 340)

Myriads of blossoms. Colorful display is indeed a glorious sight! All summer the constantly forming buds and flowers never fail to keep color and attract interest. Vigorous plants are sturdy, yet delicate in appearance and bountiful with their blooms. In beds, borders, hedges, groups, and large plantings, Betty Prior gives gorgeous mass color effects. We have found Betty Prior very effective for group plantings between sidewalk and curb.

Color... buds lively red, open shell-pink.

Flowers... resemble red dogwood blossoms in shape and size. Blooms in large clusters in spring and continuously throughout the season.

Plants... 3-3½ ft. tall, abundantly branched.

\$1.00 each; 3 for \$2.50; 12 for \$10.00;
25 for \$18.75



Betty Prior

© J. & P. CO.



World's Fair

© J. & P. CO.

WORLD'S FAIR (Plant Patent No. 362)

Winner of First Award, All-America Selections

Official Rose of the great New York World's Fair, this peerless beauty will be one of the most outstanding Floribundas for many years to come. One of America's most popular Roses. Clusters of velvety, rich scarlet flowers which almost hide the luxuriant foliage, become dark maroon in the fall. Large, double flowers are exceptionally hardy.

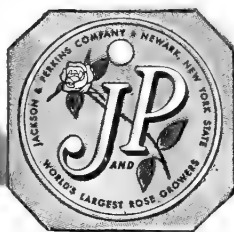
Prolific... continuous display, spring to frost.

Size... blooms nearly 4 in. across; 18 to 20 petals. Beautiful in the garden and exquisite for cutting—very graceful even full blown.

Vigorous... bushy; about 30 in. high.

Fragrance... lightly fresh.

\$1.00 each; 3 for \$2.50; 12 for \$10.00;
25 for \$18.75



Look for this label on your Modern Rose Plants. It is a symbol of the J. & P. guarantee that your plants will be of the finest quality, tested and approved in our own fields, true to name and type, vigorous, free from disease, and that they will reach you in excellent condition.

SUMMER SNOW (Plant Patent No. 416)

The most prolific of white Floribundas, with great "drifts" of beautiful large clusters, all as clean as falling snow. Summer Snow Floribunda Roses are being used to work wonders in the "white gardens" now so much in vogue, also to accent and blend other colors in the perennial and shrubbery borders. Most reliable to heavily blanket any area you wish with immaculate white. Blooms continuously from early June until frost, also always providing a generous supply for the house.

Flowers... clear white, dainty.

Plants... 20 in. tall.

Fragrance... sweet, elusive.

Prolific... blooms freely till frost.

Foliage... light green, attractive.

\$1.25 each; 3 for \$3.15; 12 for \$12.50;
25 for \$23.45

Summer Snow

© J. & P. CO.



World's Largest Rose Growers

Floribundas

SNOWBANK

(Plant Patent
No. 279)

Exquisite blooms adapt themselves to more uses than any other Floribunda. Large-flowering blush-white clusters with that 'school-girl' complexion. The generous bloom and universally popular color make Snowbank outstanding for use in any mass planting. It will never clash with other colors; makes an excellent base for bright climbers like Blaze or Doubloons. Pure white flowers are 3½ in., borne in great clusters all season. Plant 18 in. high, spreading. Thick, healthy foliage sets off the sparkling blooms to perfection. Use freely in any location.

\$1.25 each; 3 for \$3.15; 12 for \$12.50; 25 for \$23.45

©
Floradora

FLORADORA (Plant Patent Pending)

Fond recollections of the "gay 90's." Brilliant cinnabar-red blooms, touched with scarlet and geranium. An All-America Selection for 1945. The miniature buds are ovoid in shape, pinkish orange. Prolific and continuous, with best bloom in early June and late fall.

Blooms . . . profuse, cupped shape, about 2 in. across, in large clusters.

Foliage . . . glossy, bright green, interesting.

Plant . . . vigorous, bushy, 2½ to 3 ft.

\$1.50 each; 3 for \$3.75; 12 for \$15.00; 25 for \$28.15



Permanent Wave

PERMANENT WAVE (Plant Patent No. 107)

Fascinating because of its color and dancing blooms. This unusual Floribunda creates comment wherever grown. Its name was inspired by the delightful crinkling and fluting in the edges of the petals, an effect present even in the buds. The intensely waved petals stay crisp and fresh in all kinds of weather.

Decorative . . . long lasting. Ornamental, dark purplish young shoots.

Color outer petals rare cochineal-red, inside lighter.

Vigorous . . . up to 30 in.; stands our rugged climate well.

\$1.00 each; 3 for \$2.50; 12 for \$10.00; 25 for \$18.75



© J. & P. CO.

© J. & P. CO.

Red Sweetheart



RED SWEETHEART (Plant Patent No. 577)

A thrill for the thousands who cherish the tiny little pink "Sweetheart" Rose! How many times have you said, "What wouldn't I give for a red Rose-bud like that!" Now your wish is fulfilled. Red Sweetheart has the same dainty, sleek buds but in a rich crimson-carmine hue that holds well.

Plant much more vigorous than pink "Sweetheart," and has plenty of foliage. 18 in.

Buds tiny, trim, crimson-carmine.

Blooms fully double, 1 to 1½ in. across, exquisite in tiny vase or lapel. Profuse all season.

Fragrance . . . sweet and spicy.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

JACKSON & PERKINS CO.

Floribundas



© J. & P. CO.

Magic Red

MAGIC RED (P. R. R.)

Pulse-quicken red, in fully double 5-in. flowers that will give you brilliant, resonant spots or borders of perfect color. A single spray containing four or five of these graceful, long-stemmed blossoms will last fully 10 days. In the garden, the slowly developing blooms, which are produced continuously all season, stand out in the good clear color for nearly two weeks, even in weather as extreme as the August suns of Mississippi. Does well anywhere. 2½-ft. plants. Disease-resistant.

Buds... deep red, in clusters of 4 and 5.

Plant... disease-resistant; dark green foliage; 2½ ft. tall.

Use... very effective in beds, groups, bouquets.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

Varieties on Which Supply is Limited. Not Illustrated

A. GRILLE. (Plant Patent No. 475.) Semi-double flowers of brilliant scarlet-crimson, 4 to 5 in. across. Does not burn nor fade in hottest sun. Very hardy. 24 in. \$1.00 each; 3 for \$2.50; 12 for \$10.00

CARILLON. (Plant Patent No. 136.) A singing Rose! Entrancing flame and coral hues. Floribunda par excellence. Graceful semi-double blooms, large and pleasingly fragrant. 24 to 30 in. tall. \$1.50 each; 3 for \$3.75; 12 for \$15.00

CHEER. (Plant Patent Applied For.) Acclaimed for its flashy show of color. Ovoid, graceful, orange-pink to reddish buds. Large, perfectly formed 4- to 5-in. blooms. Sweet fragrance. Vigorous, prolific, about 2 ft. tall. \$1.25 each; 3 for \$3.15; 12 for \$12.50

PINK AACHEN. Clusters of orange-pink buds opening to deep, double soft pink flowers. Enjoy semi-shade. Lovely planted in groups. Free blooming, very hardy. 18 in. \$1.00 each; 3 for \$2.50; 12 for \$10.00

ROSE ELFE. Perfectly formed buds. Very double, gardenia-like flowers of silvery rose-pink. Vigorous. 20 to 24 in. Continuous, June till frost. A lovely addition to your garden. A plant you will enjoy. \$1.00 each; 3 for \$2.50; 12 for \$10.00

JOYOUS. (Plant Patent No. 381.) Rose-red buds changing to deep pink as they unfold. An improved Else Poulsen. Height 2½ ft. of strong, bushy growth. Very clear color at all times. Free blooming and useful anywhere. \$1.00 each; 3 for \$2.50; 12 for \$10.00



© J. & P. CO.

SMILES (Plant Patent No. 331)

A cheery beauty in form and color; will bring new brightness and joy to your garden. All season long, Smiles will give gorgeous clusters of coral-pink buds opening to dainty 3-in., semi-double, beautifully shaped flowers, lively salmon-pink. Long-lasting, daintily perfumed blooms dance on 18-in. plants.

\$1.00 each;
3 for \$2.50;
12 for \$10.00;
25 for \$18.75



Mexico

MEXICO (Plant Patent Applied For)

An unusual shade of red catches the color and romance of old Mexico. A new hue to the Floribunda spectrum—of greatest charm in the full-open stages, deep coral-scarlet with tropical orange suffusion, interestingly and gradually turning deep pinkish salmon; no "blue" ever appears. Produced in great profusion in June, continuing all summer and fall.

Plant... compact, bushy, 24 in. tall; excellent for mass color display. Very hardy.

Flowers... cupped, 4 in. across, in large clusters, holding well in both sun and heat; long lasting. Large, rounded petals drop off cleanly when the flowers finish.

Fragrance... delightful wild Rose scent.

\$1.25 each; 3 for \$3.15; 12 for \$12.50;
25 for \$23.45

Roses for Special Purposes



Rosa Rouletti

Perfect miniature Rose plants! Straight from Gulliver's Travels. The illustration is just about half lifesize. Easy to grow, producing countless perfect miniature Roses. These Lilliputian gems will add new interest and charm to your garden.

ROSA ROULETTI

Perfect little double rose-pink flowers like picture. The entire 4 to 6-in. plant is just as dainty as the Roses themselves. The little Swiss Rose that was lost for many years; now treasured in American gardens.

75c each; 3 for \$2.00;
6 for \$3.75;
25 for \$13.75

OAKINGTON RUBY

Deep carmine buds open rich ruby-crimson. Fully double flowers smaller than one inch, even full open. Similar to picture above, much deeper in color. Plant less than 12 in. tall. Award of Merit, R.H.S.

\$1.00 each; 3 for \$2.50;
12 for \$10.00;
25 for \$18.75



Unusual and charming! A row of miniature Roses at the edge of a bed of Hybrid Teas. Lovely with Floribundas, perennials, or along any path or walk.

Miniature Roses • SMALLEST OF ALL

Something unusual, which will make your garden intriguing and give you many hours of personal satisfaction. All who visit your garden will admire these dainty, delightful little plants with their perfect miniature blooms. Rosedom's most intimate flower . . . a thimble or tiny vial will hold a bouquet of 6 or more. Petite little buds, smaller than a baby's finger-tip, open to exquisitely modeled blooms, irresistible on the tiny plants and in miniature bouquets. Plant them liberally in a row around your beds of Hybrid Tea or Floribunda Roses, or as an edging in front of other plants. They are utterly charming in niches in the rock-garden, by the doorstep, or in some choice small spot along a path or border. In a window-box they create the effect of a Rose garden in miniature. In the fall, the plants may be taken up and potted to bloom indoors. Free-flowering May till Nov.; grow in any soil. Cover in cold winters, but otherwise they demand no special attention.

GROUP #76

A Little Garden of Tiny Roses

Now, at a very special price, both Oakington Ruby and Rosa Rouletti, a collection of 6 plants. Enough to make a perfect miniature Rose garden only 1 ft. long and 6 in. wide.

6 PLANTS, 3 of each
(Value \$5.25), for only \$3.90



Blooms in foreground show how effectively Frau Karl may be used in a group planting. It is also outstanding in the Rose garden; for mass landscape effects; or for other special uses.

Rose of Many Uses - FRAU KARL DRUSCHKI

One of the purest white Roses, Frau Karl Druschki is a lasting delight if planted in low shrub borders or otherwise used as a flowering bush of medium size. Splendid for mass plantings; makes a beautiful informal hedge. Also one of the loveliest pure white Roses for the Rose garden, even though it isn't a Hybrid Tea. Very double, very large flower; lasts for a long time. Good stems, excellent for cutting. *Noted for its extreme toughness and vigor, it is excellent when used in place of a shrub. Iron-hardy plants will last indefinitely.* Frau Karl blooms heavily in June and continues intermittently all summer. Use as a pillar or train in espalier form against buildings, fences, etc., provided it is protected against the upper branches freezing in zero winter weather.

\$1.00 each; 3 for \$2.50; 12 for \$10.00

Trailing Roses Cover Unsightly Places

MAX GRAF

Excellent for covering steep banks and other difficult positions. Tough, disease-resistant; does well in places where there is little sunshine. Dark green foliage glowing with clear pink flowers in June and July. Easy to grow. For solid mass effect, plant 2 ft. apart in staggered rows.

\$1.00 each; 3 for \$2.50; 12 for \$10.00



WICHURAIANA

An effective cover-all for banks and other bare and unsightly places. Spreads rapidly, rooting wherever it touches soil. Effective along the top of retaining walls. Extremely hardy. Fragrant, starry white flower clusters. Bright red berries later in the season. Cover up ugly bare places by planting Wichuraianas 2 ft. apart; they will soon form a dense solid trailing mass.

\$1.00 each; 3 for \$2.50; 12 for \$10.00; 25 for \$20.00



Tree Roses are sold only in spring. When supply is exhausted, it will be a year before J. & P. Tree Roses will again be available.

"Best Rose in Show" at the Tidewater Flower Show last year was a Crimson Glory, grown by Roy G. Nichols of Norfolk, Va., on a J. & P. Modern Tree Rose plant.



Modern Tree Roses growing in our nurseries. The plants are individually staked to insure straight stems.

(Right) Eye-level beauty along a garden path.



Finest Colors - Finest Varieties

RED - PINK - YELLOW - SALMON - WHITE - MULTICOLOR

All have big, double blooms like those pictured. Choose from these six colors the ones you want, and order the number of plants desired in each color selected. We shall then send you the choicest plants to do best where you live, each properly labeled with its correct name.

**\$4.50 each; any two for \$8.50;
any 6 for \$22.50**

Blaze. (pat. 10). Flag red. Very effective.
Christopher Stone. Scarlet-crimson.
Countess Vandal. (pat. 38). Bronze-pink.
Crimson Glory. (pat. 105). Vivid crimson.
Dicksons Red. (pat. 376). Flashing scarlet.
Eclipse. (pat. 172). Golden yellow.
Fantasia. (pat. 590). Golden yellow.
Mme. Marie Curie. (p.a.f.). Yellow.
Mandalay. (p.a.f.). Largest of yellows.

Mary Margaret McBride. (pat. 537). Pink.
Mrs. Miniver. (p.a.f.). Cardinal-red.
Neige Parfum. (p.r.r.). White.
Pan America. (pat. 437). Orange and gold.
Pinocchio. (pat. 484). Salmon-pink.
Poinsettia. Fire-red.
Saturnia. (pat. 349). Two-tone, red-yellow.
Signora. (pat. 201). Mandarin, salmon.
Sonata. (p.a.f.). Cochineal-pink.
World's Fair. (pat. 362). Scarlet.

Tree Roses are very popular and take years longer to produce than bush Roses. Therefore our supply is comparatively limited. If any variety you order is sold out, rather than disappoint you we shall send another of similar color. Complete, simple instructions for easy planting and care are supplied with every order. All Tree Roses are guaranteed.

World's Largest Rose Growers

MODERN

Tree Roses

The Aristocrats of Roses

If you love Roses and would see them at the pinnacle of perfection, here is an opportunity to grow the "Queen of Flowers" in unequaled excellence. The blooms borne on Tree Roses are superior in quality to those produced on regular bush form. Modern Tree Roses are the crowning glory of the plant world . . . for giant size, exquisite form, brilliance of color, and abundant bloom from June through frost.

From the largest estate to the smallest city lot, they transform any garden or grounds into a haven of loveliness. There's a place for Tree Roses anywhere . . . they make informal gardens more radiant, small gardens more intimate, and formal gardens more stately. Because of their unusual form and the unparalleled beauty of the flowers, they present a breath-taking picture in any landscape.

Imagine the "Queen of Flowers" putting forth her supreme loveliness and fragrance right at eye-level! Equally effective in perennial borders or any other location where their resplendent glory is fitting. Always the talk of the community, J. & P. Modern Tree Roses will make your garden outstanding.



©
J. & P. CO.

J. & P. Modern Tree Roses are grown on a special strain of Multiflora root and stem (trunk) for best success in your garden.

A strain that transplants easily, is hardy and handles well for winter protection.

These trunks are 3½ ft. tall, with bushy well-balanced heads.

The trunks of J. & P. Modern Tree Roses increase in diameter in proportion with the top, an essential for success and long life in Tree Roses.

They are not subject to borers and other ills common in stems of previous kinds.

Modern Tree Roses add a striking note of unusual interest to the small garden.

J. & P. MODERN *Climbing*

HERE are the world's finest Climbing Roses . . . easy to grow, hardy, with larger blooms, more rugged plants and finer colors! Use them to add height and distinction to your garden. Paint a background for your garden using Jackson & Perkins Modern Climbing Roses on posts, fences, buildings or trellises. Endowed with gorgeous clusters, they will produce hundreds of blooms, taking up only a few feet of ground space. Unusually effective to cover bare walls or other unsightly places because their foliage is luxuriant and their growth vigorous.

Climbing Roses are easily protected through the winter, even where temperatures drop below zero. They will pay you generous dividends in return for ordinary care. Why be satisfied with dull June-blooming Climbers of the old-fashioned type when Modern Climbers are just as easy to grow and infinitely more handsome?

BLAZE

(Plant Patent No. 10)

Most Popular of All Climbing Roses

The Red of the Flag, in all its flaming glory—symbol of courage and devotion to country in every American heart! Most popular of all everblooming Climbing Roses, the demand for Blaze increases year by year, and we are now experiencing a tremendous demand for this exciting Climber by the many who want Flag Red in their gardens. Truly, Blaze is a flower for America!

Introduced by Jackson & Perkins Co. over a decade ago, these are the brilliant, attractive, double, red Climbing Roses one sees blooming all over America in their everblooming or repeating form, now definitely fixed by use of only bloom wood in propagation. You'll be thrilled with the exceedingly generous display of blooms in June, and each succeeding year will increase your devotion as the plants become firmly established and the sturdy canes of "old wood" bring the everblooming characteristic to the fore. You knew the older June-blooming variety as Paul's Scarlet Climber.

Blooms. . . large clusters of many 2- to 3-in. cup-shaped flowers cover plant. The blazing scarlet color holds well, even in full sun.

Uses. . . train over arch or pergola. Drape on fences or garages. Grow on pillars or posts. Brightens entrance or porch.

Height. . . 10 to 12 ft.

Prolific. . . masses of vivid scarlet for a long period in springtime. Intermittent flowers all season.

(Note: Pluck only actual flowers when trimming after blooming as new bloom-shoots grow from first eye below the flower cluster.)

\$1.50 each; 3 for \$3.75; 12 for \$15.00

Blaze kindles the warmth of welcome your home extends as guests approach. In this picture showing the entrance of a home here in the Rose Capital of America, its brilliant pillar of glowing red is in complete harmony with the porch.

PAUL'S SCARLET

Until the advent of Blaze, its everblooming counterpart, this was the most admired red Climbing Rose. Many still want it for the great profusion of large, well-shaped, vivid scarlet-red flowers in large open clusters that can be cut freely with long stems during June.

\$1.00 each; 3 for \$2.50; 12 for \$10.00

Blaze

© J. & P. CO.

Roses

NEW DAWN (Plant Patent No. 1)

One of the hardiest Everblooming Climbing Roses known. New Dawn has the invaluable habit of repeating its perfect Hybrid-Tea-like blooms intermittently all season.

Have glorious Roses with the precious pink of apple blossoms and a delicate appealing old-Rose fragrance, in profusion on a plant that is easy to grow, requires little care and takes little ground. Have hundreds of blooms even in limited space!

The trim, perfectly formed, pointed buds are most artistic in their appeal, superb for use in bouquets and arrangements. They have fine long stems. The foliage is wondrously glossy, remarkably disease-resistant, and retains its attractive, decorative appearance all season.

The sturdy canes grow rapidly; even one plant can make a gorgeous display on trellis, arbor or fence. The plants flourish in almost any good garden soil and are lavish with lovely blooms like those shown at right.

Buds... exquisite, prized for flower arrangement, corsage, boutonniere; dainty pink flushed with deeper tones.

Blooms... delicate, soft pink, 4-in. Hybrid-Tea-like blooms in masses from early June until freezing weather. Delightfully fragrant.

Stems... ideally long for cutting.

Hardy... extremely hardy in all regions. Husky, healthy plants, very vigorous growers, up to 15 ft.

History... everblooming strain of the Dr. W. Van Fleet.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

DR. W. VAN FLEET (not illus.)

Forebear of exquisite New Dawn. Large, light pink, fragrant flowers of fine long stems. Many still want Dr. W. Van Fleet for the hundreds of lovely Roses on even a single plant—countless June bouquets. Vigorous, hardy.

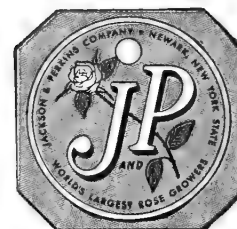
\$1.00 each; 3 for \$2.50; 12 for \$10.00



©

New Dawn

This is the label that stands for satisfaction with "Modern Plants." It is backed by 73 years of growing nursery stock for America's gardens.



DOUBLOONS (Plant Patent No. 152)

Doublons—the golden treasures of old pirate days—were buried deep on fabled islands far away. But, Doublons—the golden beauties from nature's treasure chest, planted in a lovely garden—live, climb, bloom, and bring happiness to everyone. This is the yellow Climbing Rose on which you can depend for quick results and for real height. The husky, hardy canes grow as much as 12 ft. in a single season, for bountiful bloom the next year. You may even have some blooms the same year you plant! Its magnificent flowers are borne in great profusion for a long period. Hardy, vigorous ... will make your garden "glow" anew.

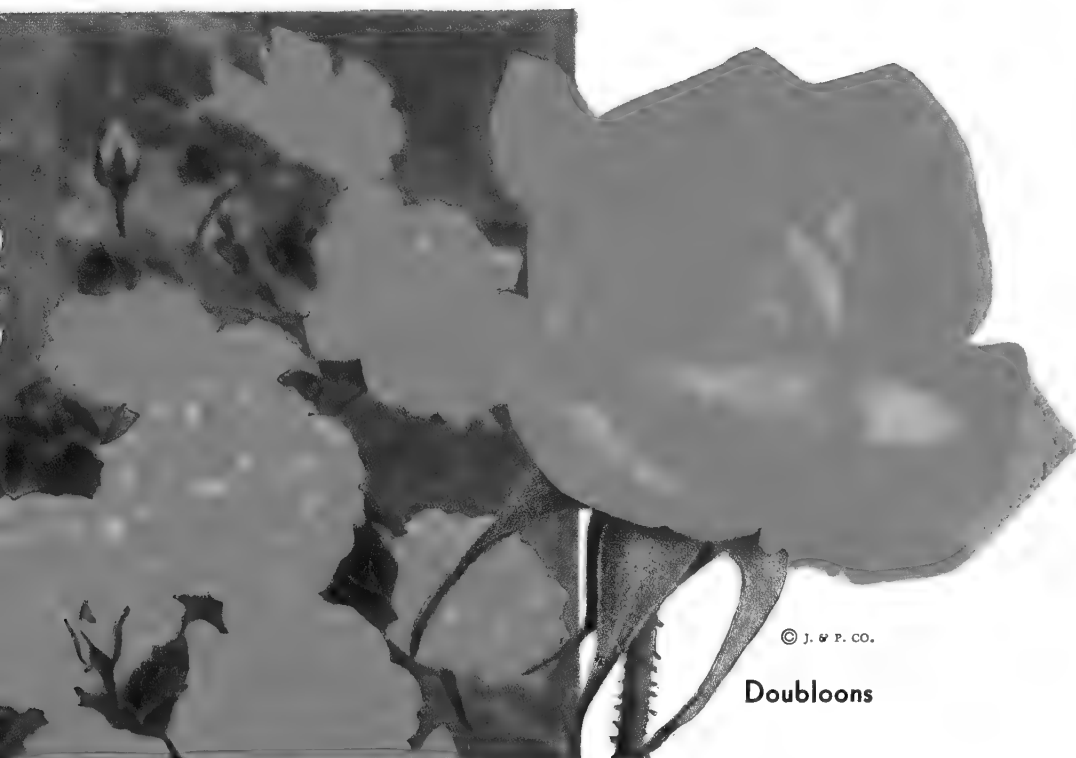
History... a direct descendant of our American wild Prairie Rose, with its heritage of hardiness.

Blooms... large, golden flowers, fairly double, in delightful clusters, literally covering the plant for a long period. Dark velvety green foliage.

Growth... vigorous, healthy; long, heavy canes. Grows 12 ft. in a season.

Fragrance... spicy, clean.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

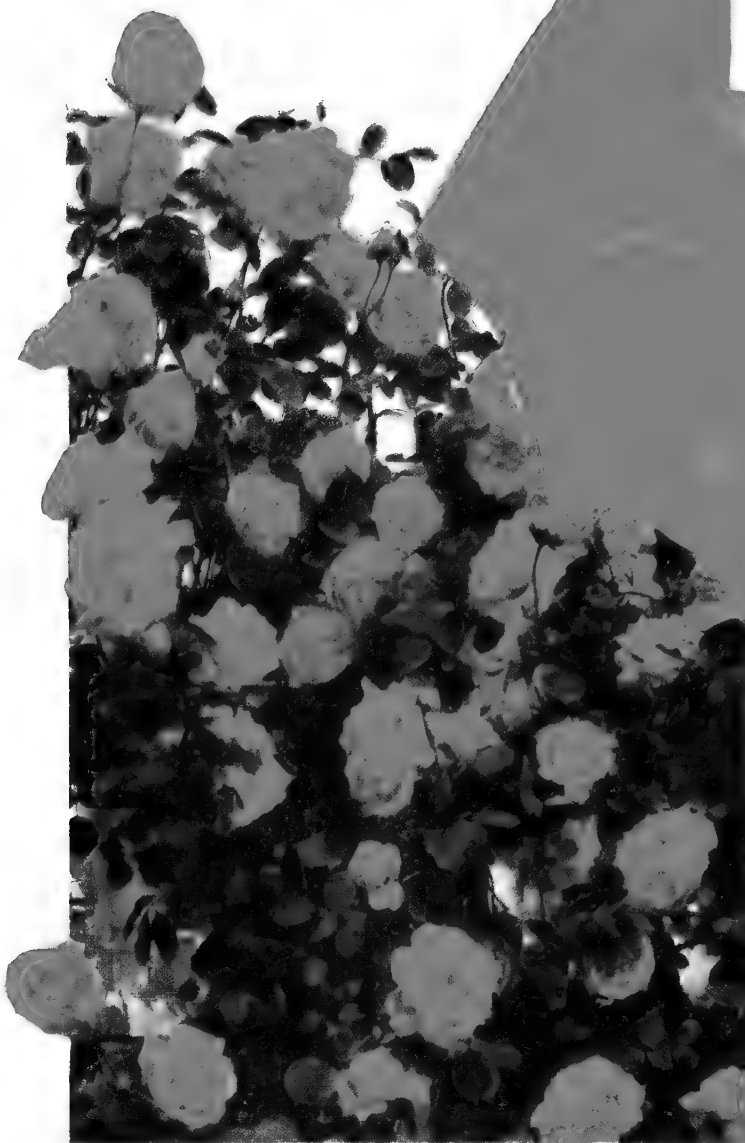


© J. & P. CO.

Doublons

World's Largest Rose Growers

Climbers



© J. & P. CO.

King Midas

Decorate your garden as you do your living room... use your favorite colors in pleasing combinations. J. & P. Climbers make a spectacular backdrop for masses of Floribunda Roses and Modern Perennials all season.

KING MIDAS (Plant Patent No. 586)

Longest-Blooming Hardy Yellow Climber

So glorious are the lovely blooms that in fancy one can almost see the mythical Persian King touch each red-flushed bud, transforming it into living, limpid, yellow gold. A burst of yellow that almost completely covers the plant for three to six weeks, bringing a wall of golden glory to pillar, porch, pergola, trellis, fence, or to brighten a corner of the yard, house or garage. Hardy in all sections of the country.

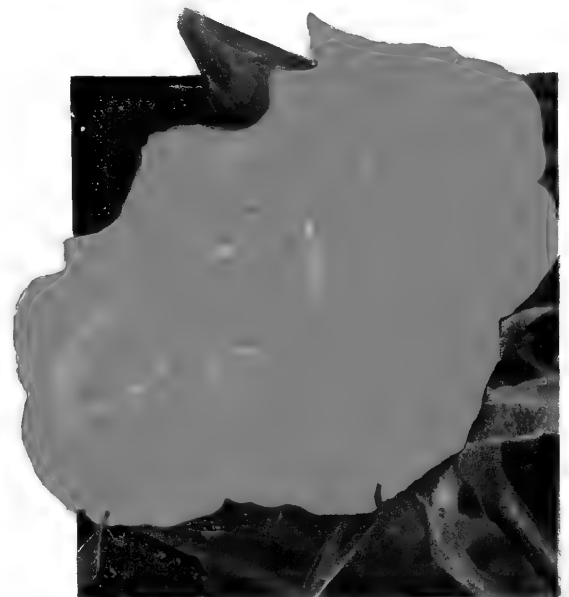
Buds.....moderate, pointed, golden yellow flushed with red, slow to open, lovely for cutting; medium long stems.

Blooms.....double, long-lasting, high-centered, 4½ to 5 in. across. The golden yellow gradually lightens to clear, unfading yellow till petals drop; does not burn.

Foliage.....luxuriant, bright, glossy green; in late summer turns deep green, rich, leathery.

Fast-growing...establishes itself quickly; canes grow 8 to 10 ft. high.

\$1.50 each; 3 for \$3.75; 12 for \$15.00



Climbing Talisman

JUNE MORN (Plant Patent No. 375) (not illustrated)

5-in., Hybrid-Tea-like flowers of a bright lively carmine-pink, touched with gold. Blossoms profusely in early summer and again throughout the season. Particularly hardy and vigorous. Thrives in semi-shade. June Morn is almost everblooming in the southern parts of the country.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

TORCH (Plant Patent Applied For)

The World's Brightest Climber

Entirely different! Clusters of gay orange-scarlet flowers almost cover the entire bush. Torch flames gloriously all June and often again in the fall. Color does not fade. Outstandingly disease-resistant, and uninteresting to insects. Vigorous canes grow as much as 8 ft. in a year; need no pampering to produce striking display.

An ideal plant to use in shrub borders for its rollicking characteristics of form and color.

Blooms...long-lasting clusters of brilliant orange-scarlet, each flower with clear white eye that works wonders in blending.

Plants...need little attention. Hardy, disease-resistant and vigorous.

**\$1.00 each; 3 for \$2.50;
12 for \$10.00**

CLIMBING TALISMAN

Imagine a living wall of Talisman Roses! Many say the blooms from the climbing plants are bigger and more colorful than the Talisman Roses sold by florists. Given a favorable location and proper protection against winter injury, it will be outstanding. Not recommended for northern areas unless amply protected, but we feel that the wealth of bloom is worth the extra effort.

Buds....beautifully formed on long stems.

Blooms...large; colorful tints of bud gradually become lighter, gold more brilliant as petals unfold.

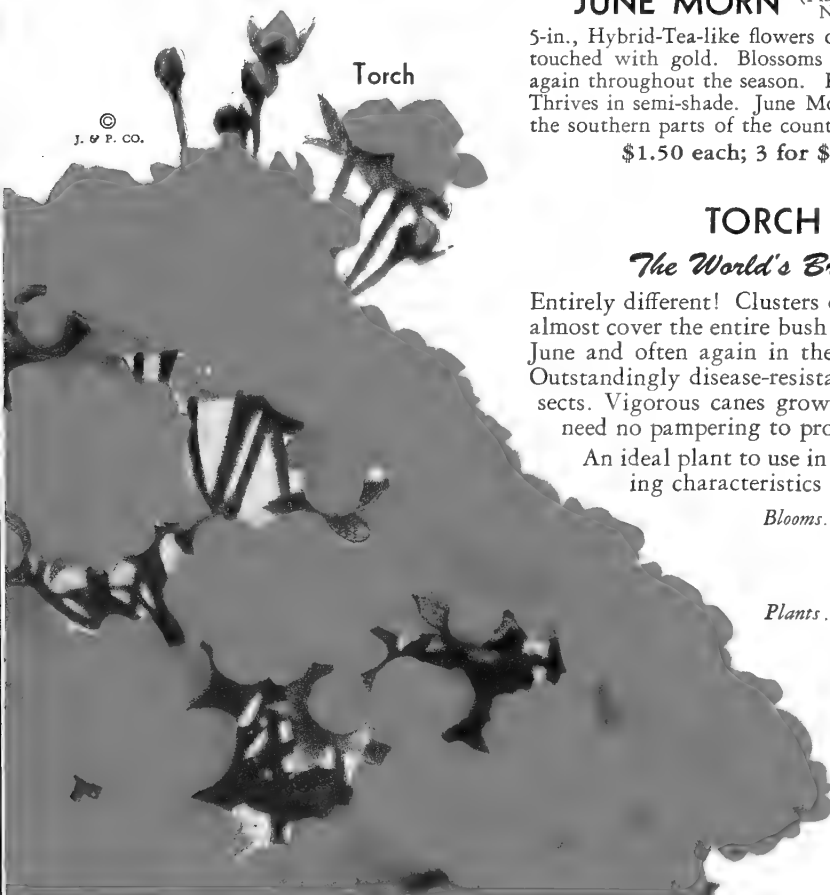
Fragrance...pleasing and spicy.

Plant....Vigorous. Blooming wood flowers from June through fall. In northern sections does best in sunny, protected place.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

© J. & P. CO.

Torch



CLIMBING SUMMER SNOW (Plant Patent No. 400)

Everblooming

The fairest white climber. Wherever this enchanting Rose is planted, it quickly fills out to illuminate the scene with clusters of pure white, loosely double flowers which almost completely cover the plant, like mountains of snow. The attractive white blooms are repeated all through the summer and fall—often they are the last flowers in our garden when killing frosts come.

The glistening, double blooms are 2 in. across, effectively set off with golden stamens when full open, adding to the charm of their large clusters in bouquets and arrangements. Its masses of fragrant white blooms are glorious in the evening, entrancing in moonlight.

The hardy, vigorous plants require little care, and fill out rapidly, growing 8 to 10 ft. tall. The picture shows only a part of the plant in our garden. Climbing Summer Snow is an unsurpassed white background before which you can display lovely color combinations with plantings of Floribunda Roses or perennials.

Flowers... large generous clusters. Clear sparkling white. Loosely double 2-in. flowers; golden yellow stamens.

Persistent. June bloom like a mountain of snow; intermittent all summer.

Fragrance. dainty, clean, refreshing.

Type. . . . excellent Pillar Rose, 8 to 10 ft. tall. Very hardy. Vigorous. Fills in well and covers a fine area on trellis or fence, but not overrunning. Very few thorns.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

Varieties not illustrated because supply is limited

CLIMBING WORLD'S FAIR

(Plant Patent No. 546)

Deep scarlet, double blooms as rich as royal velvet. Here is the same flower as World's Fair Floribunda illustrated in color on page 17 . . . only here it is in lovely climbing form. Everblooming, makes a gorgeous show.

\$1.50 each; 3 for \$3.75;
12 for \$15.00

MME. GREGOIRE STAECHELIN

A climber of completely unique value and beauty. Large, perfumed. Crimson buds opening to large flowers of a delicate pink shade. A peculiar petal quality which makes the Rose different as well as desirable. Of Druschki parentage. Hardy, vigorous . . . fine for cutting.

\$1.00 each; 3 for \$2.50; 12 for \$10.00

Last October the plants of Climbing Summer Snow and Dr. J. H. Nicolas in our test garden at Newark, New York, were still blooming. Once established, they will blossom continuously in your garden as well, making it more colorful, more beautiful, from June to frost.

Dr. J. H.
Nicolas

© J. & P. CO.

DR. J. H. NICOLAS

the world-renowned hybridist, had set for his ideal a race of everblooming Climbing Roses with large double blooms like the Hybrid Teas. He made the cross that resulted in this modern Rose which bears his name and thus achieved the triumph he did not live to see.



© J. & P. CO.

Climbing Summer Snow

Everblooming . . . DR. J. H. NICOLAS

(Plant Patent No. 457)

The ideal of a lifetime! Gardeners everywhere are delighted with the wealth of fragrant blooms, the size of the large, double flowers so like the finest Hybrid Tea Roses, and most of all, with the everblooming performance of Dr. J. H. Nicolas. Many first-year plants bloom persistently all season! As soon as the first flowers finish, new climbing shoots appear . . . all summer you will revel in the abundance of bloom. The first flowers remain alluringly attractive till even the last one of the cluster is full open.

Everblooming. . . immediately after first flowers fade, new shoots appear. A galaxy of bloom repeats all summer and into late fall.

Immense. . . . fully double, entrancing deep rose-pink flowers, unbelievably large, 5 to 6 in. across, 50 fine-textured petals.

Fragrance. . . . rich, lovely and enduring.

Hardiness. . . . extremely hardy in all sections of the country.

Pillar. . . . very vigorous, grows 8 to 10 ft. tall. Luxuriant dark green foliage, very resistant to ordinary Rose ills.

Care. . . . never cut out old wood. Let established canes build plant. Winter-trim side shoots only.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

World's Largest Rose Growers

Modern

Wealth of Flowers; Easy to Grow

Here is the most free-flowering, the most spectacular and the easiest of all perennials to grow. Used in mass plantings, Chrysanthemums take up little room in the garden all summer, and then in the fall reward you with a burst of bloom lasting for many weeks. The early-flowering types blossom in late August and the fall pageant of color is continued by the later varieties. Only Mums give you continuous color in your garden until hard freezing weather.

Improved Types Have Many Uses

Garden Chrysanthemums have enjoyed tremendously increased popularity because of the outstanding achievements in developing earlier-blooming and winter-hardy strains for a brilliant, long-lasting garden display and a wealth of glorious bouquets. Ideal for planting in borders, cutting gardens, and for use as color masses in the foreground of shrub or evergreen plantings. Few other plants will give you as much enjoyment for as little trouble. Plant them generously and reap generous rewards.



Lavender Lady

LAVENDER LADY

"Queen of All Garden Mums"

Rare and lovely coloring marks this beautifully shaped, lavender-pink Chrysanthemum of stately form and appearance. The flowers are 4 in. across . . . equally effective in daylight or under electric lights. The healthy, vigorous plants are generous with blooms, from late September all through the fall, until severe freezing weather. 24 in. tall. Unexcelled, yes unequaled! Our favorite Mum.

55c each; 3 for \$1.50; 6 for \$2.75

EUGENE A. WANDER

Brilliant 4½- to 5-in., double, golden yellow, perfectly formed flowers, so freely borne in branching clusters that the stocky plant is nearly obscured. A blaze of golden glory, beginning weeks before the Mum season gets into full swing. Seldom over 18 in. tall. The largest, finest, early Mum, in full flower by Sept. 10. Needs no "pinching" or special attention to produce its large, perfectly double blooms. Hardy, easy to grow, yet also fine for pot-culture. Ideal for every garden use, with its brilliant outdoor display and unsurpassed blooms for long-lasting bouquets.

65c each; 3 for \$1.75; 6 for \$3.25

Eugene A. Wander



Chippewa

BURGUNDY {below}

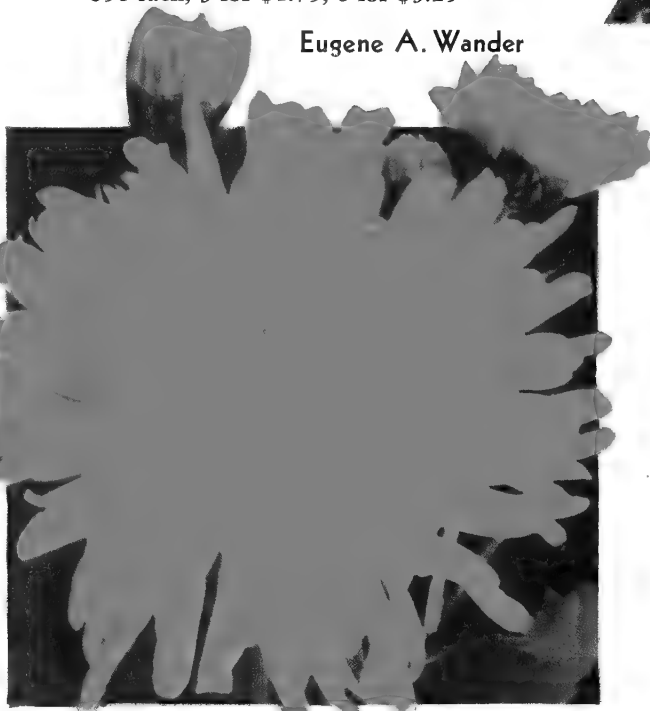
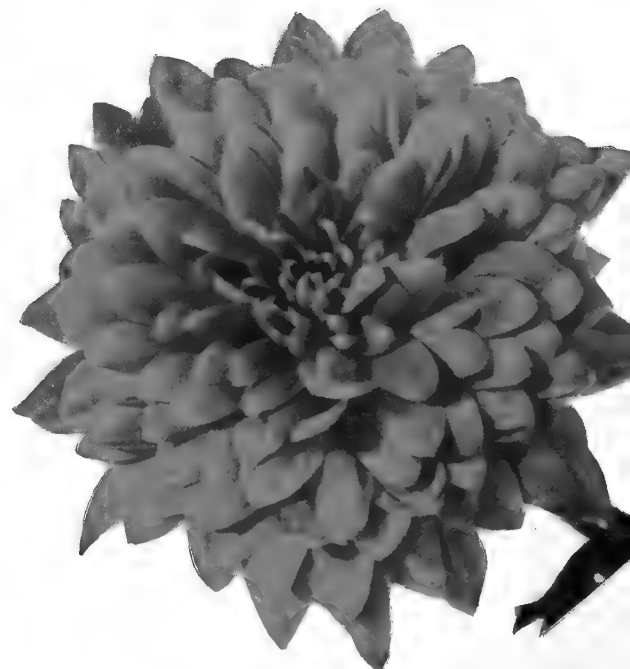
A winner everywhere! Magnificent form, texture; strong growing. 2½ ft. Burgundy may almost be called the garden Mum by which all other red Mums are judged; surely no garden should be without it! Equally striking in garden display and in arrangements. With Red Velvet and Burgundy your garden will command the admiration of all. 3- to 4-in. blooms in early Oct.

55c each; 3 for \$1.50; 6 for \$2.75

CHIPPEWA

An outstanding addition to the Parade of Modern Perennials. Glorious warm dubonnet color tone—deep in the bud and lighter as the flower develops. Yellow centers on the full-open bloom. Unusually long stems for a garden Mum make this particularly good for bouquets. Fully double, 4 in. across, on sturdy plants 24 in. high. Beginning in late September the unusually well-formed flowers enliven your garden with a striking display until hard killing frosts. Particularly effective in combination with other Mums.

75c each; 3 for \$2.00;
6 for \$3.75



Chrysanthemums



© J. & P. CO.

Avalanche

AVALANCHE

Like an avalanche of white, pure as the driven snow, the large, perfect, full-open double blooms cover the plant from the end of Sept. till frozen. Flowers 4 in. across, large as Lavender Lady, queen of garden Mums. The centers of the flowers are warmed with cream in the part-open stage. Avalanche paints a perfect picture when planted with the brilliant Mum colors, and is also effective by itself. Invaluable in a white garden. The graceful double blooms are excellent in bouquets. The best large white. 2-ft. plants.

65c each; 3 for \$1.75; 6 for \$3.25

HARBOR LIGHTS {below}

Starry twinkles of harbor lights on a winter's night. The pale yellow and creamy white tints create a luminous effect that is new and different in a pompon. A tidy, compact, 2-ft. plant, beginning to bloom around Sept. 20, with masses of 1½-in. flowers and rich green contrasting foliage. Superb in borders and very complimentary to other Mums in mixed plantings for autumn color.

75c each; 3 for \$2.00; 6 for \$3.75

Harbor Lights

© J. & P. CO.



LAVENDER LASSIE {below}

With an abundance of graceful sprays of dainty blossoms in about the same shade of lavender-pink, Lavender Lassie is a perfect miniature of its parent, Lavender Lady, "Queen of Garden Mums." Enchanting in border plantings. Like its proud parent, there is no end of cut-flowers for the house. From Sept. until freezing, the 2½-ft. plant is a continuous mass of 2- to 3-in. pompons.

65c each; 3 for \$1.75; 6 for \$3.25



© J. & P. CO.

Lavender Lassie

MRS. PIERRE S. DU PONT III

The nation's favorite bronze. Dominant color is soft peach, tinted with rosy salmon and fawn shades overcast with luminous sheen. The general effect is an iridescent bronze. Large, full, perfectly formed; double flowers 3 to 4 in. across, on tall, branching stems. Sturdy 2½-ft. plants. Blooms in early Oct. . . . a glorious, full display. The plants are always generously covered with blooms which last long after the first fall frosts kill other flowers.

65c each; 3 for \$1.75;
6 for \$3.25



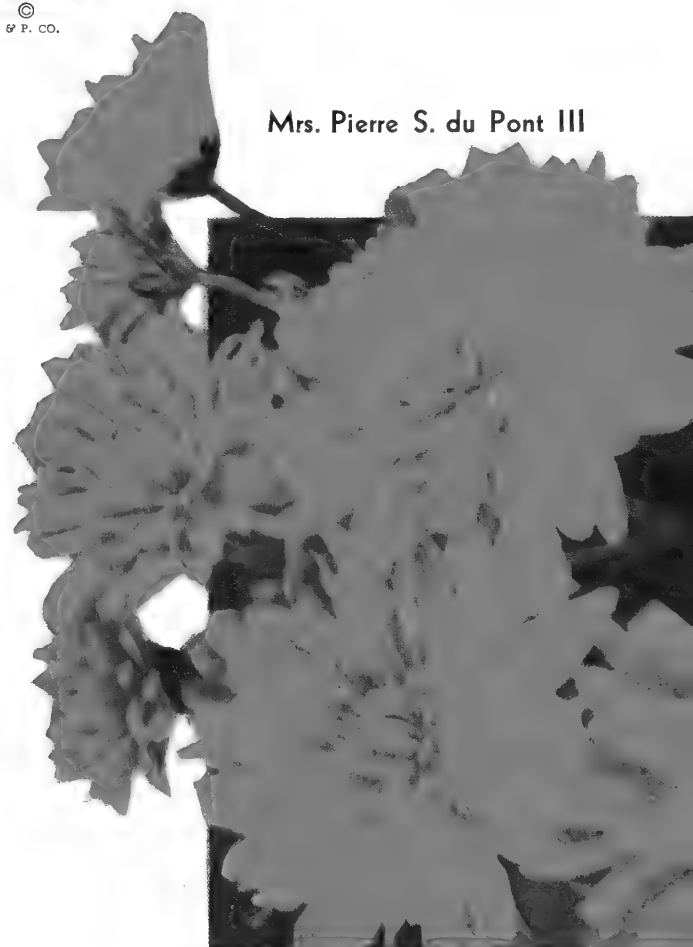
Autumn Lights

AUTUMN LIGHTS

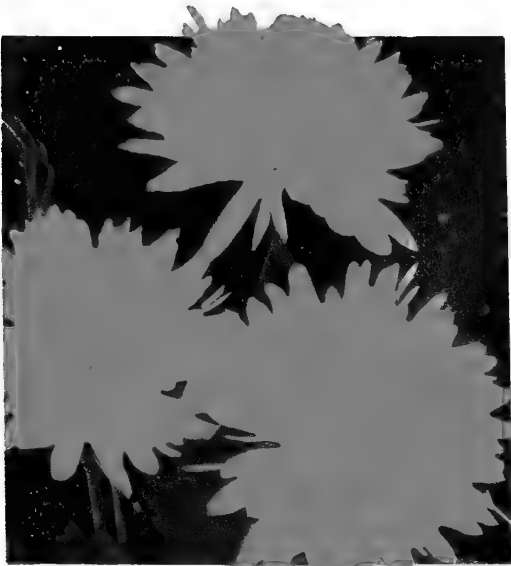
The embodiment of autumn are these rugged blossoms of coppery bronze with a live, gleaming orange overcast. A hardy Arcticum hybrid. 2-in. semi-double flowers, profuse from late Sept. on. Sturdy, compact, branchy plants, flowering from top to bottom. Healthy, dark green foliage. 2 ft.

55c each; 3 for \$1.50;
6 for \$2.75

Mrs. Pierre S. du Pont III



More Modern



Algonquin

ALGONQUIN

Large-Flowered Type. A fine, brilliant yellow. Large, perfectly double flowers are 3 in. across, borne freely from early Sept. on. Another Modern Perennial that is enjoying ever greater popularity. Use it generously for late summer and fall color in several places throughout your garden. So good that it is the favorite yellow Chrysanthemum with many of the most confirmed "Mum" enthusiasts. Fine clean foliage. Very hardy. 30 in. Best double early—a delight in garden or vase. Developed to resist weather extremes—heat or cold.

55c each; 3 for \$1.50; 6 for \$2.75

The "September" Mums



Top to Bottom: September Bronze, September Gold, September Cloud

Chrysanthemums have been used in gardens for over 3000 years. In the Far East they have particular religious and social significance. Within the last generation, improvements have been created which make the Modern Chrysanthemum one of the most useful garden flowers. Use Mums generously! They take up little space during the summer and produce great drifts of color in the fall when other things have passed.



© J. & P. CO.
Red Velvet

All 4 September Mums

GROUP #86

Special—For a wonderful display of these Sept.-blooming Mums in the fine colors.

12 PLANTS, 3 of each (Value \$7.20) for only... \$6.00

SEPTEMBER BRONZE

Improved Pompon Type. Most colorful of the early Mums. Appealing golden bronze, shading to intense warm bronze. Shapely, medium large plants. Pompon blossoms, 1½ in. across, keep a long time both in garden and as cut-flowers. Blooms mid-Sept. till frosts.

SEPTEMBER GOLD

Improved Pompon Type. Dazzling, brilliant golden yellow pompon blossoms, 25 or more to a spray. Shapely, well-rounded, orderly plants like its companions, September Bronze and Cloud. One of the earliest in fall, mid-Sept. to season's end. 18 in. high. Immensely prolific.

SEPTEMBER CLOUD

Improved Pompon Type. Rounded, double, purest white, primrose shading in center. Blends perfectly. An excellent color for "picking up" the fall colors in your garden! Rounded compact plant completely covered with robust flowers mid-Sept. till frost. Best white pompon.

This outstanding trio is a decided improvement on "cushion Mums."

Any of above three: 60c each; 3 of a kind for \$1.60; 6 of a kind for \$3.00.

CHRYSANTHEMUM SELECTIONS

Six Sunset Shades

Rich warm colors that will keep your garden radiant all through the fall: Algonquin, Bronze Gold, September Dawn, Mandalay, Rembrandt, Burgundy.

GROUP #96

12 PLANTS, 2 of each (Value \$7.50) for only... \$6.35

RED VELVET

Large-Flowered Type. A true aristocrat, directly related to the favorite bronze, Mrs. Pierre S. du Pont III. Some of the iridescence of the du Pont blooms is also present in Red Velvet, increasing the velvety depth of the flower and creating almost a bronze sheen that lends a two-toned effect to the young petals. Rich velvety crimson with glowing sheen; the color gradually changes to even darker crimson, providing added interest as the flower opens.

Has Large Double Flowers

Shapely, fully double, 3- to 3½-in. blooms on strong stems, long-lasting in bouquets. Velvety crimson blooms are outstanding in your garden or in bouquets because they are a typical fall color. Healthy, dark green foliage, attractive in itself. Sturdy, erect, clean-growing, 2-ft. plants, in radiant bloom early in Oct., continuing till heavy freezes.

65c each; 3 for \$1.75; 6 for \$3.25



September Dawn

© J. & P. CO.

SEPTEMBER DAWN

Large-Flowered Type. The gorgeous deep pink of an autumn sunrise. The large double flowers are as perfectly formed as Lavender Lady, Queen of Garden Mums, on page 26. A sturdy new variety, very liberal with its 3- to 3½-in. flowers, that brings a much-appreciated color for garden decoration. A pink that blends beautifully with bronze and copper, it is exquisite by itself and excellent for cutting. Fine 2½-ft. plants of sturdy growth. Blooms in late September.

60c each; 3 for \$1.60; 6 for \$3.00

Chrysanthemums

© J. & P. CO.

Milky Way



MILKY WAY

Unusually artistic—a new type of special worth. Magnificent creamy white, outstanding among all whites for intensity of milky whiteness when full open. Rich dark green foliage compliments soft lemon tints of half-open flowers. The first Nipponicum hybrid, perhaps as significant as the Koreans. Semi-informal flowers with broad, over-lapping petals. Branchy sprays of 4 to 6 flowers each. Most frost-resistant of all Mums, and iron-hardy. Strong, vigorous plants, 2½ to 3 ft.; blooms late Sept.

55c each; 3 for \$1.50; 6 for \$2.75

CLARA CURTIS (not illustrated)

(*Rubellum*) A mound of pink. Charming, fragrant, rosy pink 3-in. single flowers, blooms from early Aug. and on through frost. Very hardy. Long-lasting cut-flowers. 20 in. Rugged constitution.

55c each; 3 for \$1.50; 6 for \$2.75

ROSE GLOW (not illustrated)

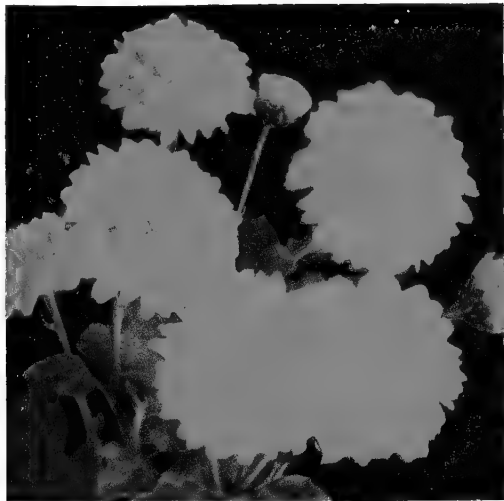
Improved pompon type. Magnificent. Lovely old-rose with raspberry shading, in great profusion from Sept. to frost. Pleasing, unforgettable, fairly beaming under electric lights. Husky, strong, 2½-ft. plants.

55c each; 3 for \$1.50; 6 for \$2.75

BRONZE GOLD

Broad masses of lovely deep golden yellow. Improved cushion type, lightly tinted with bronze. Entirely different from other cushion kinds in that it is somewhat loose and informal, with the desirable habit of spreading for at least 3 ft. into a gorgeous, fluffy mass of flowers. A clean, bright spot for any border from late Sept. until the season ends. Individual flowers are 2 in. across. Height 2 ft.

65c each; 3 for \$1.75; 6 for \$3.25



Bronze Gold

Chrysanthemum Specials

Peerless Large Doubles

Unsurpassed for garden and bouquets. Here are the six most popular Mums, shown in color on the preceding pages.

Lavender Lady, Burgundy, Mrs. P. S. du Pont III, Avalanche, Eugene A. Wander, Red Velvet.

GROUP #106

6 PLANTS, 1 of each (Value \$3.70), for only \$3.00

All Colors... All Season

Very Early..... Algonquin, Clara Curtis, Pohatcong.

Early..... Sept. Bronze, Sept. Gold, Autumn Lights, Rose Glow.

Midseason..... Avalanche, Burgundy, Eugene A. Wander, Lavender Lady, Red Velvet.

GROUP #116

12 PLANTS, 1 of each (Value \$7.00), for only..... \$5.50



Pohatcong

POHATCONG

Large-Flowered Type. One of our best sellers, very popular wherever outdoor Chrysanthemums are grown. Lovely, double, deep pink flowers, 4 in. across. In great profusion. Rich, dark green foliage. Long blooming period starting in September. Vigorous growth. Prolific for cutting. 30 in. tall. Satisfactory under all conditions. One of the earliest and one of the best of the U. S. Government originations.

55c each; 3 for \$1.50; 6 for \$2.75



Mandalay

© J. & P. CO.

MANDALAY

Improved Pompon Type. The neat, profusely branched sprays of this brilliant bronze-orange pompon give it a character all its own. A fine, shapely plant that is straight and prim... not drooping like the older cushion Mums. One that you can count on being heavily blanketed with bright 1½-in blooms from early October on. Height 2 ft., with handsome dark green foliage.

75c each; 3 for \$2.00; 6 for \$3.75

PINK CUSHION (not illustrated)

The old favorite! Delicate, airy color and texture that make the fall garden dance. Myriads of powdery pink blossoms which form a mound 2 ft. across! 20 in. tall. Excellent for generous mass plantings.

3 for \$1.25; 6 for \$2.35

REMBRANDT

Improved Pompon Type. An entirely new blend of colors—don't miss it! Rosy mauve with copper tint, suffused with ripe strawberry. Another of those lovely fall colors that is attractive in the garden or in the home. Lovely large flowers, among the most artistic of all Mums, on trim upright plants, 18 to 24 in., blooming generously from Oct. 1 when the garden needs color.

65c each; 3 for \$1.75; 6 for \$3.25



Rembrandt

© J. & P. CO.



Delphiniums

"ALL-OUT-AT-ONCE" SPIKES

100% Double

You will be proud of the handsome, long-lasting, all-out-at-once spikes with their giant all-double flowers closely set on towering spires up to 20 and 30 in. long. Four to six such spikes to a plant in June and July, repeating bloom in the late summer and early fall.

An Improved Race

One of our chief aims in developing this new race was to provide trim and sturdy stalks not easily blown down by the wind... yet not cumbersome and stiff in bouquets. You will find that J. & P. Delphinium do not need staking in most localities. Use in groups of three to five plants of each variety. A few such groups will glorify your garden because the full, strong flower-stalks hold their stately heads in regal dignity, making the entire garden seem more beautiful than ever before.

The Three on This Page:

DELIGHTFUL

Deep Blue. The rare, real all-blue, in the darker shade so hard to get. Particularly effective because it is so good in combination with other colors. Here it is, and it will last! Most popular of all. 5 ft. tall.

75c each; 3 for \$2.00; 6 for \$3.75; 25 for \$13.75

FREEDOM

White, with Black-and-White "Bees." Will "pep up" any garden. Stunning in bouquets. 4½ to 5 ft. tall. A striking effect when planted in groups or in combination with other J. & P. Delphinium hybrids.

85c each; 3 for \$2.25; 6 for \$4.25; 25 for \$15.65

DIVINE

Rose-Mauve. Lovely lavender warmed by faint rose cast; wide-based pyramidal spikes; vigorous growth. A soft art shade that wins its way into any garden. 5 to 5½ ft. of warm loveliness.

75c each; 3 for \$2.00; 6 for \$3.75; 25 for \$13.75

SPECIAL OFFERS:

White, Blue and Violet

3 each, Debutante, Enchantment and Desirable

GROUP #126 9 Plants **\$5.60**
(Value \$6.75) for ..

Blue, Lavender and White

2 each, Delightful, Gayety and Debutante

GROUP #136 6 Plants **\$3.60**
(Value \$4.50) for ..

Lavender and White

2 each, Divine and Debutante

GROUP #146 4 Plants **\$2.40**
(Value \$3.00) for ..

J. & P. HYBRIDS

Gayety

GUARANTEED TO BLOOM

Easy to Grow

Grow these lovely giants in your own garden with no more effort than you have previously spent on other types. Thrill to these dramatic spikes in June and July, again in the fall—and repeatedly for years to come!

Created by J. & P.

A new milestone in Delphinium achievement, hybridized by our own Dept. of Plant Research, these amazing new hybrids are hardy, disease-resistant, uniform. They will come up year in and year out, producing the lovely flower-spikes that you have so long admired.

The Four on This Page:

DESIRABLE

Deep Violet. Truly distinct in its velvety violet-purple florets strikingly accented with white "bees" or eyes—on upright, well-balanced, wiry-stemmed, 4½-ft. spikes. The color holds. Really dramatic, both in the garden and in bouquets. 75c each; 3 for \$2.00; 6 for \$3.75; 25 for \$13.75

DEBUTANTE

White. Clean, sparkling tall spires, dramatic in a white garden, with other colors, or by itself. The chaste white double florets are closely set on the trim spikes, adding to their fine accent effect. A cool and refreshing touch in July. 4 ft. tall. 75c each; 3 for \$2.00; 6 for \$3.75; 25 for \$13.75

ENCHANTMENT

Light Blue. True Delphinium-blue, with white eyes—the hybridists' dream! A giant double Delphinium with superb masses of bloom on all-out-at-once spikes. 4 ft. tall. Adds great interest to any garden. Striking in a white vase. 75c each; 3 for \$2.00; 6 for \$3.75; 25 for \$13.75

GAYETY

Pink-Lavender. Outer petals blue. Lovely cupped florets from its forebear Lady Eleanor, England's favorite; spike habit and hardiness from its J. & P. ancestry. Side shoots prolong bloom several weeks. Unique color display! 5 ft. 75c each; 3 for \$2.00; 6 for \$3.75; 25 for \$13.75

Desirable

Debutante

Enchantment

©
J. & P.
CO.

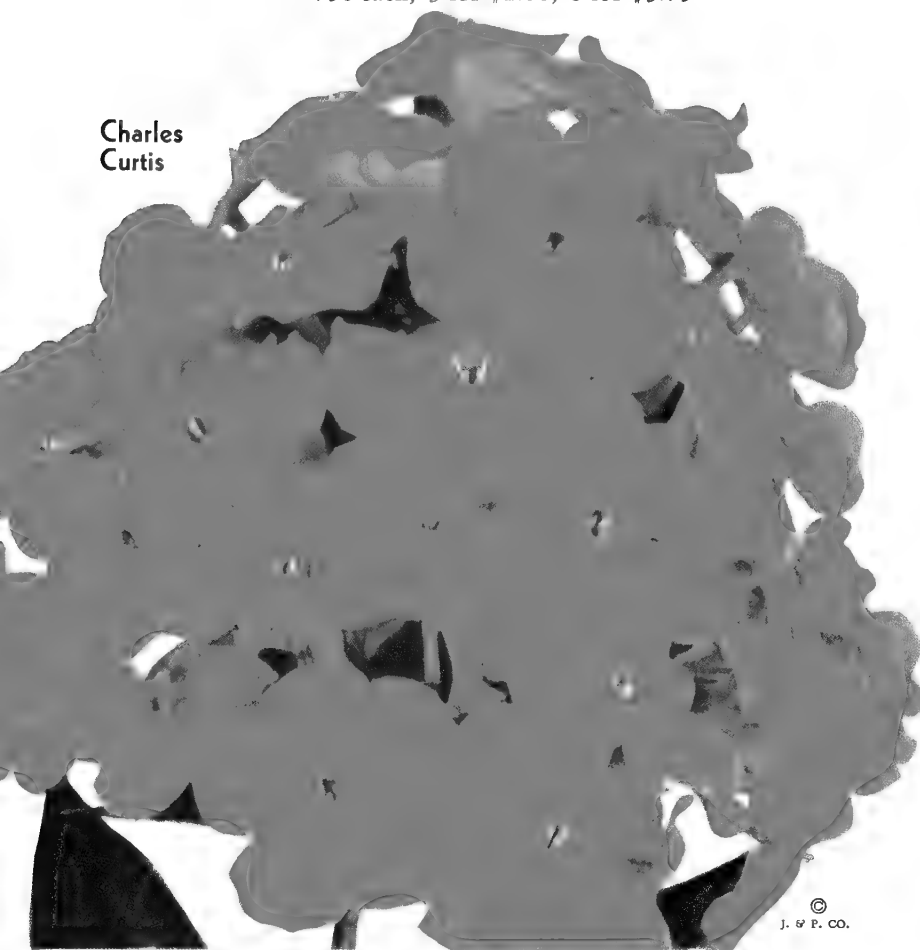
Giant Phlox TO MAKE

CHARLES CURTIS

A brilliant scintillating color . . . The brightest red! Profusion of glowing scarlet-red heads on strong 2½-ft. stems. Robust and sturdy, Charles Curtis retains its unusual glow even under adverse conditions. Marvelous bright color accent to use in combination with other varieties; also an excellent strong color by itself.

75c each; 3 for \$2.00; 6 for \$3.75

Charles
Curtis



©
J. & P. CO.

PAIN'T your garden picture with generous strokes, using waves of J. & P. modern Phlox for glorious midsummer effect. Extensive tests in our own nurseries have determined what particular varieties are best for the average gardener. Here we offer outstanding varieties that deserve a place in the Parade of Modern Plants.

Midsummer Color

There is a long period during midsummer when Phlox and Phlox alone furnishes great splashes of color to make your garden attractive and lovely as you want it. Each of the varieties offered will blossom during the summer when few other perennial flowers are in bloom. Absolutely hardy, they require little care, and the glorious masses of immense flower heads are a rainbow of color.

Clear Colors Will Not Fade

It is characteristic of older types of Phlox that they fade to an undesirable magenta color after a year or two. Replace them with vigorous healthy young plants of J. & P. modern types, because with proper care you can keep the original color; plant in rich soil and divide when they become three or four years old.

Varieties on which supply is limited, not illustrated

ANTOINETTE SIX

Pure white. Unusually large heads. Ideal for mass effect. Medium tall.

40c each; 3 for \$1.05;
6 for \$2.00

A. L. SCHLAGETER

Brilliant scarlet-red. Very unusual glow in full heads on 30-in. stems. Makes a smashing display used in masses with white Phlox.

40c each; 3 for \$1.05;
6 for \$2.00

DAILY SKETCH

Very large florets. Extra-large heads of soft salmon-pink; striking crimson eye.

40c each; 3 for \$1.05;
6 for \$2.00

MISS LINGARD

(*Suffruticosa*) Beautiful long white spikes with a faint pink shading. Delightful evening fragrance. Blossoms early and then reblooms. One of the favorite white Phlox for many years.

55c each; 3 for \$1.50;
6 for \$2.75

PROGRESS

Unusual, attractive color. Superb light blue, handsomely set off with deeper purple-blue eyes. Large flower-heads. Intensity of blue varies in different sections of country.

65c each; 3 for \$1.75;
6 for \$3.25

E. I. FARRINGTON

Rich salmon-pink with a lighter eye. About 2½ ft. Very free blooming.

40c each; 3 for \$1.05;
6 for \$2.00

SAN ANTONIO

Immense heads of deep, non-fading blood-red florets. Always striking. 2½ to 3 ft. Sturdy, regal looking. Good accent color.

65c each; 3 for \$1.75;
6 for \$3.25

PAINTED LADY

Appealing peach color with offsetting deeper eye. Cameo-like. Medium size heads of pastel harmony.

40c each; 3 for \$1.05;
6 for \$2.00



A BLAZE OF COLOR IN MIDSUMMER

© J. & P. CO.

Outstanding Varieties . . . J. & P. Proven

Illustrated on this page

FAIRY KING

The loveliest lavender! A romantic shade that brings daintiness to the garden. Striking in bouquets on a mahogany table, radiant in electric light. Rounded, large, and shapely flower-heads. Dark green foliage, unusually disease-resistant. 2 ft. tall.

75c each; 3 for \$2.00; 6 for \$3.75

HARVEST FIRE

A tall-growing Phlox that sets the garden afire with mammoth fiery salmon - orange flower-heads. The large florets are 1½ to 2 in. across. Clean, healthy foliage. Long bloomer, and the flowers are long-lasting. Bottom-branching. 30 in. tall.

55c each; 3 for \$1.50; 6 for \$2.75

SALMON BEAUTY

The large white eye in the gorgeous giant salmon-pink florets makes Salmon Beauty one of the most colorful of all Phlox. The soft, warm tones blend richly with other Phlox colors. Lovely large florets, 1½ to 2 in. Reaches 30 in. tall.

55c each; 3 for \$1.50; 6 for \$2.75

MIKADO

The intriguing pattern formed by the large distinct white eyes furnishes an interesting color contrast to the deep violet petals, which make Mikado stand out and contribute a dramatic effect. Large 1½- to 2-in. florets. One of the most striking. 18 to 24 in. tall.

55c each; 3 for \$1.50; 6 for \$2.75

APPLE BLOSSOM

One of the loveliest of all the pastel shades, exquisite by itself. A cool refreshing color for hot August days. Soft apple-blossom-pink; 2- to 2½-in. florets. Pyramidal flower-heads; side spikes follow freely. Disease-resistant foliage. 2½ to 3 ft. tall.

55c each; 3 for \$1.50; 6 for \$2.75

BLUE BOY

The solid mass of deep rich color and its low-growing habit makes for an ideal border for any bed of flowers. Best deep blue Phlox, marvelous at dusk. Free bloomer; florets 1½ to 2 in. Large flower-heads. Growth low, bushy. Average height, 18 in.

55c each; 3 for \$1.50; 6 for \$2.75

Phlox Midsummer Garden Specials

Eight J. & P. Favorites

All seven of those illustrated and the white Miss Lingard

GROUP #166 8 PLANTS, 1 of each \$4.00
(Value \$4.80), for only

The Baker's Dozen

One each of the six illustrated on this page and 2 Progress, 2 San Antonio, 2 E. I. Farrington . . . with the lovely white, Antoinette Six, added for your good measure

GROUP #176 13 PLANTS \$5.75
(Value \$7.80), for only

Giant Phlox Rainbow

26 gorgeous plants and you save \$3.20!

2 each of the seven illustrated and

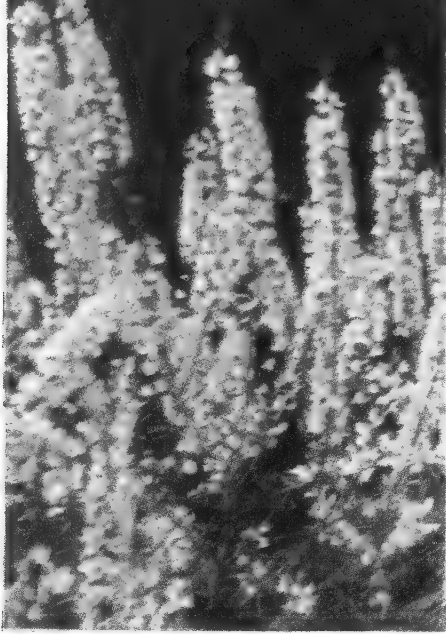
3 Progress, 3 San Antonio, 2 E. I. Farrington, 2 Miss Lingard, 2 A. E. Schlageter

GROUP #186 26 PLANTS \$11.90
(Value \$15.10), for only

Top illustration, Fairy King; Center, Harvest Fire, Salmon Beauty; Bottom, left to right, Mikado, Apple Blossom, Blue Boy

Fairy King





© J. & P. CO.

LYTHRUM, Morden's Pink

Another outstanding new member of the Lythrum family, which comes to us from Canada. Generous full spikes of a clear lovely soft pink; has a more open growth than either The Beacon or Rosalie... the other two outstanding varieties we recommend.

Like the other two members of its family, Morden's Pink is perfectly hardy and will thrive in wet or dry places in your garden where its generous profusion of clear pink spikes add height and interest to the landscape.

The lovely clear pink blends well with all other colors in your garden and is particularly useful because it is at its peak in July and August. Effective in large masses or in smaller groups in the borders. It should be used generously.

75c each; 3 for \$2.00; 6 for \$3.75

SPECIAL OFFERS:

Treat your garden to new interest and save yourself money at the same time!

Keynoters for 1946

GROUP #216

ASTER Frikarti (p. 36)
CAMPANULA, Blue Carpet (p. 39)
CATANANCHE, Cupid's Dart (p. 38)
CHRYSANTHEMUM, E. A. Wander (p. 26)
DELPHINIUM, Divine (p. 30)
DICENTRA spec. (p. 36)
GEUM, Red Wings (p. 34)
LYTHRUM, Rosalie (p. 37)
PENTSTEMON, Cherry Glow (p. 35)
PHLOX, San Antonio (p. 32)
POLEMONIUM, Blue Pearl (p. 34)
RUDBECKIA, The King (p. 40)
TRITOMA, Robin Hood (p. 38)
SHASTA DAISY, Favorite (p. 35)
VIOLA, Purple Heart (Back cover)

15 PLANTS, 1 of each \$8.70
(Value \$10.45) for.....

GROUP #226

45 PLANTS, 3 of each \$26.10
(Value \$31.35) for.....



© J. & P. CO.

Polemonium, Blue Pearl

POLEMONIUM, Jacob's Ladder, Blue Pearl

Outstanding for use in the spring garden and for its intermittent bloom all summer. The gay baby blue flower-heads above the green foliage form a lovely mass of airy blossoms, making a magic carpet of cool color 12 to 15 in. high. From early spring on into June, there are always as many as six to eight flower-stems growing on each plant. The clean dark green foliage forms a decorative tuft about 5 in. high, a fine garden ornament in itself; the many interesting leaflets become a showy cushion right up until frost.

75c each; 3 for \$2.00; 6 for \$3.75

All-Season Collection

GROUP

#196

7 PLANTS, 1 of each \$3.95
(Value \$4.75) for.....

GROUP #206

GROUPS #216 and #196, \$12.65
22 PLANTS (Value \$15.20) for.....



Polemonium is easy to grow and will thrive in partial shade. Its delicate color and profusion of bloom make it worthy of a prominent place in your garden. It blooms at the same time as iris and bleeding-heart.



© J. & P. CO.

Red Wings

GEUM, Red Wings

A gay dash of color. Geum, Red Wings should be used in the front of your perennial garden where it will give life and sparkle to the whole scene. Vivid strawberry-red, yellow anthers. Semi-double, 2-in. flowers 24 in. high, in great profusion May and June; intermittent flowers all summer.

50c each; 3 for \$1.35; 6 for \$2.50

Perennials

SHASTA DAISY, ZINNIA-FLOWERED

These prim, zinnia-like, 4 to 4½-in. Shastas make an interesting plot in any garden. Many rows of pure white, broad, blunt, overlapping petals, hiding center at early stages, later folding back to display bright golden yellow. Prolific in early June; repeats later. Best semi-double. Interesting to grow. Excellent for cutting... very decorative. Height, 18 to 24 in.

50c each; 3 for \$1.35; 6 for \$2.50



© J. & P. CO.

SHASTA DAISY, FAVORITE

Look at a field daisy through a strong magnifying glass and this is what you'll see! An enormous flower, conspicuous color and long stem. The 5-in. flowers, with overlapping, stiff, pure white petals, are produced in great profusion in June and July, with constant flowers throughout the season. Full, clear yellow center. Height, 2½ to 3 ft. Long-lasting; ideal for taller borders and for beds.

65c each; 3 for \$1.75; 6 for \$3.25

Here is another J. & P. triumph! The two Pentstemons shown are improved hybrid varieties which will live in our northern climate if planted in a protected place. Thus, you need no longer envy your southern neighbors their vivid plants. Used with a lavish hand, Pentstemon, Ruby King and Cherry Glow will add a new note of color to your garden. Must be winter protected in zero climates but well worth the trouble.



© J. & P. CO.

Pentstemon, Cherry Glow

PENTSTEMON, Cherry Glow

Long, 20-in. spikes of "cherry-glow" trumpets. Borne in great profusion from June until September... six to eight flower-spikes continually, in various stages of bloom. Adds color and sparkle to the flower garden and also to bouquets and arrangements. Does well in any garden soil, but does not like wet feet! May be successfully grown in semi-shade. Use Pentstemon, Cherry Glow and Ruby King with a lavish hand. They will give your garden an entirely new and more sparkling appearance all summer long.

65c each; 3 for \$1.75;
6 for \$3.25



© J. & P. CO.

PENTSTEMON, Ruby King (P. R. R.)

An interesting new hybrid Pentstemon. Glittering color for a continued arresting display of 2-in. trumpet-like flowers. Flower-spikes are 18 to 24 inches high and are produced freely even the first year. Eight or ten spikes... bubbling over with the rich ruby trumpet flowers held proudly above the bushy plants. Illuminated by the clear white throat and inside of the trumpet, each flower-spike seems to dance in the summer breezes. Foliage is shiny dark green and very slender... adds compelling interest.

The flowers of Pentstemon, Ruby King are larger, more free blooming and more showy than previous hybrids. It needs a sheltered position and winter protection here, and does not like wet feet, but it is well worth the extra effort for its novelty and colorful interest.

85c each; 3 for \$2.25; 6 for \$4.25

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Modern

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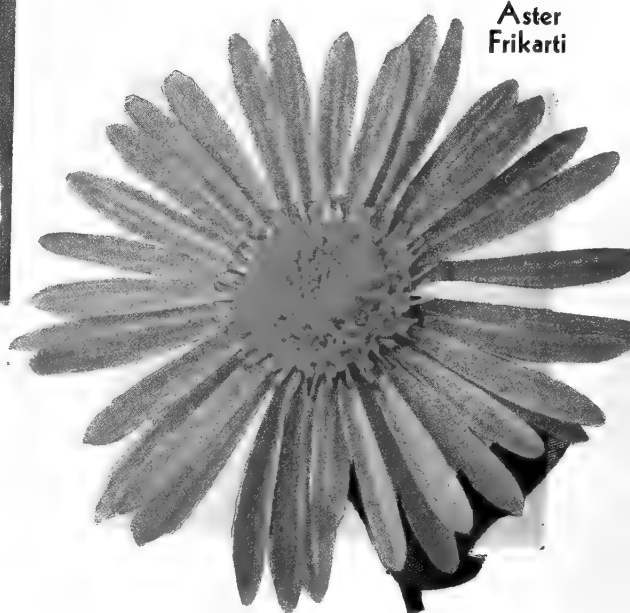


SEDUM (*Spectabilis*), BRILLIANT
Stonecrop

The magic plant to make "desert spots" in your garden bloom again. Nearly every garden has some barren place where this determined plant can be a sure-fire note of color with its gorgeous immense amaranth-red flower-heads. Especially endowed by nature with thick, succulent, attractive light green leaves which store up moisture, it is able to withstand even the hottest, driest summer weather. The extremely rugged, erect-growing plants attain a height of 18 in. Very ornamental even before the blooming season arrives; indispensable as a late fall bloomer. While Sedum, Brilliant rejoices in a hot dry spot, it does well in any garden location with ordinary soil and sun. Will even thrive in shade. Most effective in clumps of three or more, planted 12 to 18 in. apart.

55c each; 3 for \$1.50; 6 for \$2.75

Aster Frikarti



ASTER FRIKARTI

Light blue-lavender, accentuated with a prominent yellow disc... the long-cherished "Wonder of Staefa." Blooms profusely and exceptionally long... a mound of light blue from early August till frost. Perfect for cutting; 3-in. flowers. 2½ ft. tall. Most popular because it is of simple culture.

55c each; 3 for \$1.50; 6 for \$2.75

BLEEDING-HEART (*Dicentra spectabilis*)

A proved favorite of Grandmother's day, which is just as valuable now as it was then. Grows to about 30 in., every year gaining in breadth and width. The "Bleeding-Hearts" are borne in graceful sprays which first appear with the early primulas and daffodils and finally finish with the later polemonium and iris. Will do well in either semi-shade or sunny positions.

Contains Grandpa's Glasses and a Broken Heart

Here the Parade of Modern Perennials is joined by two rabbits, a harp, grandpa's glasses, a bottle and a broken heart... for according to the Legends of Flowers, all those things are to be found in each "Bleeding-Heart" blossom. Without taking the flowers apart to see those things you will find each plant a very welcome addition to your garden because it is one of the most showy, the most interesting, and the most effective of the old favorite perennials.

\$1.00 each; 3 for \$2.50; 6 for \$5.00



© J. & P. CO. **Carnation, Rock Raven Red**

CARNATION, Rock Raven Red
(*Dianthus latifolius*)

Interesting new Dianthus with broader Princess Beatrix foliage. Fragrant; very double; rich, pleasing crimson-red. Blooms abundantly from June through summer; perfect for border-edge, rock-garden, etc. Best in sunny, exposed spots. Bright and gay when planted with Carnation, Silver Mine; both have 8- to 10-in., strong stems ideal for cutting. Long-lasting in a vase.

55c each; 3 for \$1.50; 6 for \$2.75

For best results with perennials, choose varieties that bloom at different seasons of the year... and plant these in groups of three or more for mass effect. Consider, too, the relative height, using tall plants in the background, low plants in the extreme foreground, and medium-sized plants between.



Carnation, Silver Mine

CARNATION, Silver Mine
(*Dianthus latifolius*)

Large, full, fragrant, double flowers... all pure white; hardy. In constant bloom from June until late October. The sweet, pungent fragrance alone is enough to make it one of the most treasured plants in any garden. Excellent for cut-flowers. Good for rockeries, borders, and in combinations. Grows to a height of about 10 in.; blooms generously and continuously.

55c each; 3 for \$1.50; 6 for \$2.75

Perennials

FALL ASTERS

{for Michaelmas Daisies}

Here's one answer to your problem of fall color! Fall Asters have been greatly improved through intensive hybridizing. Those we offer are highly colorful; continue to bloom profusely in late fall when color is so much needed in the garden. Iron-hardy, they will keep your garden colorful until hard frosts.



© J. & P. CO.

ADORABLE

(*Novae Angliae*) All that its name implies! Deeper, clearer pink, very rare in fall flowers. Small, reddish, rosette-like buds. Clean dark green foliage. Plant among low shrubs or evergreens for unusual fall effect. Height 4 to 4½ ft. Blooms Sept. to frost.



© J. & P. CO.

MOUNT EVEREST

(*Novae Belgae*) The supreme white Aster. Excellent for use with others in mass plantings. Tall, well-shaped, pyramidal. 4 ft. Sept. 15 to frost.

These three Varieties not illustrated

GAYBORDER BLUE

No. 1 blue Fall Aster for general use. Open, pleasing habit—grows to 5 ft. Large blooms; from mid-Sept.

BEECHWOOD CHARM

(*Novae Belgae*) Deep rose-red; compact growth. Smaller flowers than most but borne in great profusion. 3 to 3½ ft. Mid-Sept. to frost.

PINK PARTY

A drift of pink for your garden! A sight to behold, in bud or full bloom! Delicate apple-blossom-pink completely covering the lovely foliage, starting in mid-Sept. 30 in. tall.



© J. & P. CO.

LYTHRUM The Beacon

(*Salicaria*) For small borders or large mass planting, the long-lasting, clear deep carmine-red flowers on large spikes are truly a beacon that adds sparkle and interest to the garden; side spikes follow almost to the ground. Many who have The Beacon in their gardens have written us how much attention it attracts—so appealing, in fact, that some report utter strangers passing by have stopped to ask what the brilliant spikes were. The vigorous plants do well with practically no care; the foliage is willow-like and interesting. Turns a brilliant red in fall. Thrives equally in wet semi-shade and open, dry sun. Continuous, July to frost. 3½ to 4 ft. Award of Merit.

55c each; 3 for \$1.50;
6 for \$2.75



© J. & P. CO.

LYTHRUM, Rosalie Spikes of Midsummer Bloom

(*Salicaria*) Rosalie will further increase the modern vogue for Lythrum so accelerated by our introduction of The Beacon about three years ago. The lovely flowers are a captivating art shade of rose-pink, which creates lovely color harmony in many locations. A gay and completely enchanting addition to your garden. Will pay liberal reward for the little care it requires. Of wide adaptability, doing equally well in moist, shady borders and in open, dry locations—not subject to diseases. The graceful flowers are closely set on tall, erect, 2-ft. spikes that flower right down to the ground. Interesting foliage. Long season—blooms from July till frost. Height 2 ft.

65c each; 3 for \$1.65;
6 for \$3.25



© J. & P. CO.

BEECHWOOD RIVAL

(*Novae Belgae*) Darkest red of all Asters. Deep rosy crimson. Profuse. 3 ft. Mid-Sept. to frost.



© J. & P. CO.

BLUE GOWN

(*Novae Belgae*) Delightful china-blue. Largest-flowered, taller. 4 to 4½ ft. Sept. 15 to frost.



© J. & P. CO.

PETUNIA

(*Novae Belgae*) Semi-double, petunia-purple. Strong color. Dense, pyramidal. 3 ft.

Fall Aster Garden

For an unbelievable display of gorgeous fall flowers, all six Asters illustrated plus the three listed.

Frikarti, Adorable, Mt. Everest, Beechwood Rival, Blue Gown, Petunia, plus Gayborder Blue, Pink Party and Beechwood Charm.

GROUP #236 \$4.10
9 PLANTS, 1 of each
(Value \$4.95) for only . .

Any of the above, 55c each; 3 of a kind, \$1.50; 6 of a kind, \$2.75

World's Largest Rose Growers



Giant
Tritoma,
Robin
Hood

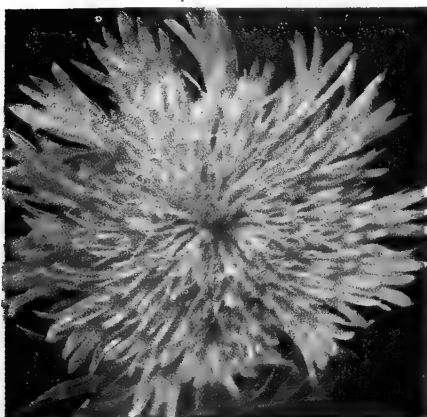
©
J. & P. CO.

GIANT HARDY TRITOMA, Robin Hood

Like a zooming rocket this glowing Tritoma "does everything in a big way." "Flares up" in late June with a burst of ten to twelve dazzling flower-spikes—and continues its floral pyrotechnics until late September. Its dramatic color accent has great appeal, suggesting effective treatment of focal points in the garden and a unique, exotic note in flower arrangements. Each 2½-ft. stalk carries a sparkling spike 8 to 10 in. long, so dramatic in its beauty that it creates a compelling center of interest wherever it grows. Will do well in sun or partial shade.

\$1.00 each; 3 for \$2.50; 6 for \$5.00

Stokesia, Lavender Queen



CATANANCHE, Giant Cupid's Dart *Coerulea Major*

Bright, deep violet-blue, 2-in. flowers like double Bachelor's Button; on silvery, slender branching stems; silvery buds and seed-hips. Live and lovely for front of border. Thrives in difficult and dry positions. Height, 20 in.; excellent for cutting. Blooms profusely from July till frost, adding color and interest to the garden.

55c each; 3 for \$1.50; 6 for \$2.75



GYPSOPHILA, Baby's Breath ROSY VEIL

This lower-growing double pink Baby's Breath has won wide popularity with its endless possibilities in the modern garden. Very generous in bloom, the airy sprays form a heavy mat of delicate pink during June and July, and also flower again in fall. The artistic sprays are invaluable for bouquets in the home, particularly to set off other and larger blooms as well as in dainty arrangements by themselves. Different from the commonly known perennial Baby's Breath, the plants never become overgrown and keep to 18 in. tall or less.

55c each; 3 for \$1.50; 6 for \$2.75



STOKESIA, Lavender Queen

Mammoth form of old-fashioned Stokes Aster, 4 to 5 in. across. The double flowers, silvery blue suffused lilac-blue at center, are very effective. 18 to 24 in. tall. Vigorous and bushy in growth. Never without a profusion of beautiful blooms all summer and fall. Fine for cut-flower arrangements. Excellent for any border. Very hardy and very easy to grow.

55c each; 3 for \$1.50; 6 for \$2.75

Modern



HELIOPSIS, Summer Gold

Incomparabilis. The giant daisy-like semi-double 4-in. flowers have petals of mellow gold with slightly deeper centers. Prolific in growth, Summer Gold does not run away, but the tops of a clump of three will cover 4 to 5 feet. Continuous with its wealth of bloom from June till frost. One of the finest of border and background perennials; magnificent in bold, massed plantings. As the flowers finish, those which are not used for bouquets should be cut back, then new buds will form to continue the bloom. Height 3 ft.

50c each; 3 for \$1.35; 6 for \$2.50



© J. & P. CO.

ASTILBE, Fanal

Exquisite, feathery sprays of lively red. Easy to grow, hardy; likes plenty of moisture and good, rich soil. Will repay a thousandfold with abundance of bloom all through May and June. A unique color . . . rich, deep red; dark green, prolific foliage. 15-in. flower-spikes tower well above 10 in. foliage. Fine for arrangements, combining with most any other flower. Fills long-felt want for red border plant and one that likes moisture. Happy in either semi-shade or sun. May be potted for winter bloom indoors.

85c each; 3 for \$2.25; 6 for \$4.25

Perennials

COREOPSIS, Golden Shower

From June until frost, a single plant will produce a cascade of star-like golden flowers. Undaunted by hot weather and almost defiant of fall frosts, the fine 24-in. plants have very decorative, bright green, grassy foliage, finely cut, remarkably disease-resistant. One of the most satisfying of all garden novelties to really brighten dull spots. Does well in difficult and dry locations. Far ahead of the old type Coreopsis. 60c each; 3 for \$1.60; 6 for \$3.00



ANCHUSA

Chinese Forget-Me-Nots

Myosotidisflora. Delightful clusters of clear blue flowers borne in profusion during April and May. Grows anywhere; equally effective in shady or sunny places. The large leaves make an excellent ground-cover. The dainty blue flowers on stems 1 to 1½ ft. high add a welcome touch of color. A mass planting has the effect of a misty sea of deep blue. Particularly effective with daffodils and primroses.

55c each; 3 for \$1.50; 6 for \$2.75



The evergreen Pachysandra—a pleasing pattern

PACHYSANDRA, Terminalis

Spurge

Best evergreen ground-cover for deep shade and semi-shade; also does well in sun. Useful along walks, shrubbery, under large trees. Fine for steep banks. Quick-spreading, underground. Thick, glossy, spoon-shaped foliage, 8 in. tall. Plant 8 to 10 in. apart.

3 for 90c; 10 for \$2.50; 100 for \$20.00



Coreopsis, Golden Shower

J. & P. Modern Leaders

Here are the outstanding leaders for this season!

CHRYSANTHEMUM, Lavender Lady (p. 26)
LYTHRUM, Morden's Pink (p. 34)
PENTSTEMON, Ruby King (p. 35)
TRITOMA, Robin Hood (p. 38)
SCABIOSA, Blue Lady (p. 39)
SHASTA DAISY, Zinnia-flowered (p. 35)
VERONICA, Crater Lake Blue (p. 40)
VIOLET, Purple Heart (Back cover)
VIOLET, Royal Robe (p. 41)
PHLOX, Chas. Curtis (p. 32)

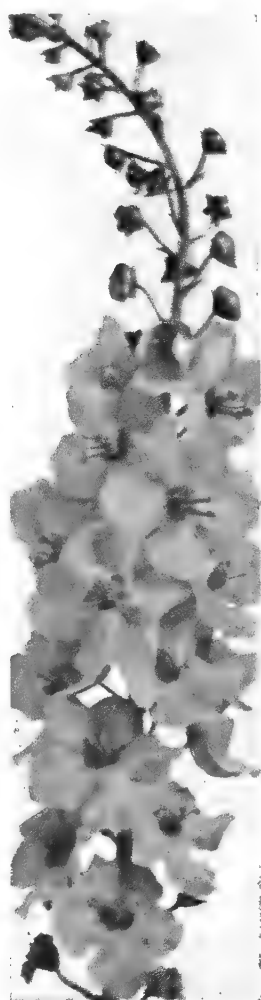
GROUP #246 10 PLANTS, \$6.25
1 of each (Value \$7.50) for

GROUP #256 30 PLANTS, \$18.75
3 of each (Value \$22.50) for

VERBASCUM, Pink Domino

A lovely rose-pink, delightfully refined form of the well-known, rugged yellow Mullein. Upright, branching flower-spikes reach 4 ft. in height. One of the most effective pink background plantings; consistent show of beautiful color during its entire blooming period of late August and Sept. May be used successfully in either sun or partial shade.

65c each;
3 for \$1.65;
6 for \$3.25



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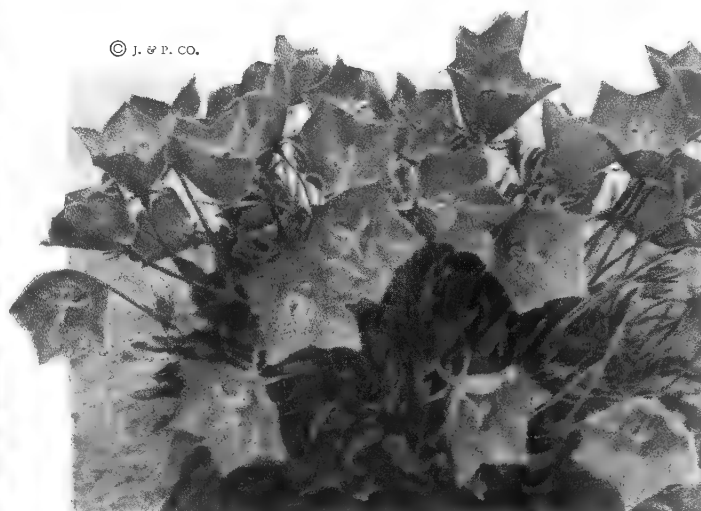
Scabiosa, Blue Lady

SCABIOSA, Blue Lady

New and indeed exquisite! The first hardy and much-sought-for perennial American Hybrid Scabiosa available in this country in a named plant, true in color, type and habit—a superb J. & P. introduction. The ray petals of the beautiful 3-in., slightly cupped, azure-blue flowers are perfectly formed and charmingly frilled. The inside florets send out first a dainty pink-tipped stamen and later blue shaded pistils, soon filling the entire center with the same shade of color as the outer petals—a lovely effect. Plant is an artistic rosette of large leaves. Flowers appear in series on stems 18 to 24 in. tall, and if kept cut, continue in bloom all season, from June through Sept. Long-lasting both in the garden and as cut-flowers for the house.

85c each; 3 for \$2.25; 6 for \$4.25

For your protection, all J. & P. Perennials are tested, proved guaranteed!



© J. & P. CO.

CAMPANULA, Blue Carpet

Carpatia Improved

For edgings, groups, and rock-gardens—furnishes a "carpet of blue" from June to fall; excellent in full sun or in semi-shady places. Larger, light blue, bell-shaped flowers on 5- to 6-in. stems. Neatly compact. A great favorite in borders and rockeries. This variety is exceptional, giving blue color when very little other blue is in the garden. Remains attractive all season; a great improvement in this family; does not sprawl.

60c each; 3 for \$1.60; 6 for \$3.00



FUNKIA (*Subcordata alba*) • FRAGRANT PLANTAIN-LILY

Fragrant, Vigorous, Beloved

Occasionally an old favorite . . . beloved in Grandmother's day . . . displays such outstanding characteristics that the Parade must stop and make a place for it. Perhaps you have admired the clean, rich green foliage of Funkia around the front porch of some hospitable house; its fragrance may have struck you as you walked up the front steps. Its long, tubular, creamy white flowers held themselves erect above the mass of green foliage. You have probably admired this useful plant without knowing its name, for it was once very popular and may still be seen around comfortable old houses where it has grown for years.

Useful Near Houses as Foundation Planting

Flower-stalk 18 to 24 in. high with fresh new bloom every day. Dark green, oval heart-shaped leaves 8 in. long and 5 in. wide. Clean, cool color during hot summer days. Particularly effective for planting near the house in the shade because Funkia grows in any location and forms attractive masses even where other plants will not thrive. Lives indefinitely, even under adverse conditions. Use near lakes or streams, as low foreground material in front of taller shrubs, or as solid beds along your boundary-line. Heavenly fragrance adds just one more reason you will treasure this lovely plant.

85c each; 3 for \$2.25; 6 for \$4.25; 12 for \$8.00

RUDBECKIA, White Lustre



Gloriously crowned by a mass of unusually large white flowers, with contrasting giant-size, golden mahogany cones—a very hardy, interesting and different new plant that anyone can grow. Lavishly produces long, sturdy-stemmed flowers, ideal for cutting. Petals first grow upward, then straight out, daisy-like, for several days and finally, as the huge cones start to develop, bend gracefully downward remaining attractive without discoloring. Stiff flower stems resist heavy rains and winds. Healthy, dark green foliage. Very hardy; winters perfectly; seldom bothered by disease. Wonderful for beds, borders. Compact bushy plant, 2½ ft. high.

65c each; 3 for \$1.75; 6 for \$3.25



Rudbeckia, White Lustre



RUDBECKIA, The King

Regally it bears its large, deep crimson-red flowers, bringing new life and color wherever you plant it. From half-open flower to the full-bloom stage of orange-brown seed-cone with its perimeter of straight red petals, it is always attractive. The petals never fold back; the stems remain majestically stiff. Graceful; long-lasting both in the garden and in bouquets, for which The King is ideal. Blooms profusely June to Sept. Grows 4½ ft. high. 75c each; 3 for \$2.00; 6 for \$3.75

PRIMULA VERIS COLOSSUS



Giant-Flowered. Extra-large-flowered spring Primula for the greatest wealth of color all April. Well-formed flowers, many over 2 in. A great range of colors, including lilacs, pinks, coppery reds, dark reds, and the usual yellows. Sturdy plants, lush foliage. Thrives best in damp, shady spots; ideal for rockery, waterside or border. Very effective in combination with Anchusa.

60c each; 3 for \$1.60; 6 for \$3.00



Rudbeckia,
The King

Modern

Veronica,
Crater
Lake Blue



© J. & P. CO.

VERONICA *Spicata* Crater Lake Blue

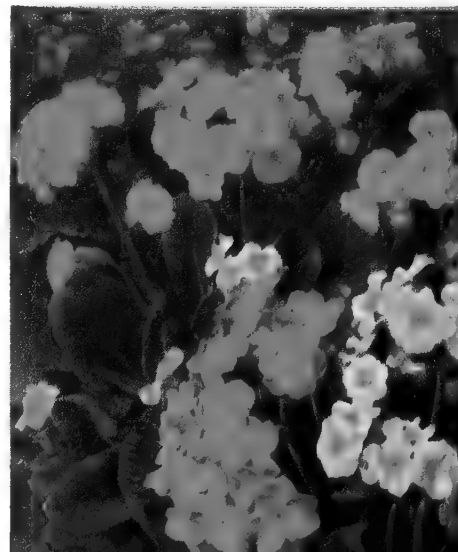
New last year. The only blue that adequately describes this graceful new Veronica is the bright hue of the Rocky Mountains' famous Crater Lake. Long, airy spikes like the blue spires of fairyland. Established plants may enliven your garden with dozens of individual flower-spikes in June. A sure touch of cool blue for the border. Plants grow 20 in. tall; do well in either full sun or partial shade.

75c each; 3 for \$2.00; 6 for \$3.75

VERONICA *Spicata* Blue Spire

Deep blue. Blooms in early summer and again later if cut off after first bloom. An improved *V. subsessilis*. Most satisfactory. 24 in. tall—excellent border plant that neither sun nor dry weather will harm. Clean, bushy, upright. Very hardy (*not illustrated*).

55c each; 3 for \$1.50; 6 for \$2.75



Perennials



Violet, Double Russian

DOUBLE RUSSIAN VIOLETS

An exquisite double old-fashioned Violet with an unusually sweet fragrance. It is hardy anywhere and can be effectively placed wherever a low, colorful purple is needed, with rich green foliage. Very easy to grow. Excellent for semi-shady places. Produces an abundance of lovely flowers, pretty in bouquets, corsages and boutonnieres. Always in bloom, May to Oct.

50c each; 3 for \$1.35; 6 for \$2.50



Vinca Minor, Bowles Variety

VINCA MINOR - Myrtle

Bowles Variety. The "magic carpet" of all ground-covers! Myriads of Alice-blue flowers form a delightful pattern against the luxuriant evergreen foliage. Far superior to the old Vinca Minor, it begins to bloom with the violets and repeats all season. The glossy foliage never rusts or turns brown. Ideal for banks, under trees, and in other shady spots; plant 8 in. apart. (50 or more at 100 rate.)

3 for 90c; 10 for \$2.50; 100 for \$20.00

SUPER-GIANT VIOLET

Royal Robe

Magnificent, extra-large flowers of lustrous, deepest violet-blue. Intensely fragrant. A few flowers will fill an entire room with their exquisite odor. Ideal for corsages, boutonnieres, bouquets.

The rugged plants have sturdy foliage and bloom abundantly in early spring and again in fall. The large, superb flowers open wide, like a pansy or viola, often exceeding 1 in. across. Their stiff, erect stems grow up to 8 in. or more.

We are proud of this new and highly prolific Violet with so many unusual qualities, knowing it is hardy enough to live over winter even in this rigorous climate of northern New York State; we protect the plants only with leaves or straw.

65c each; 3 for \$1.75; 6 for \$3.25



Violet, Royal Robe

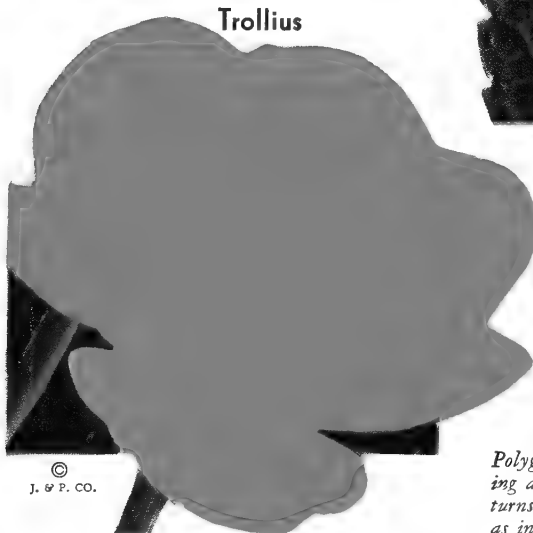
GROUP #266

Foundation Planting Special

For a lovely mass planting around the foundation of your house

10 Funkia (see opposite page)
20 Violet, Royal Robe (above)

30 PLANTS (Value \$21.50) **\$17.00**
for



Trollius

©
J. & P. CO.

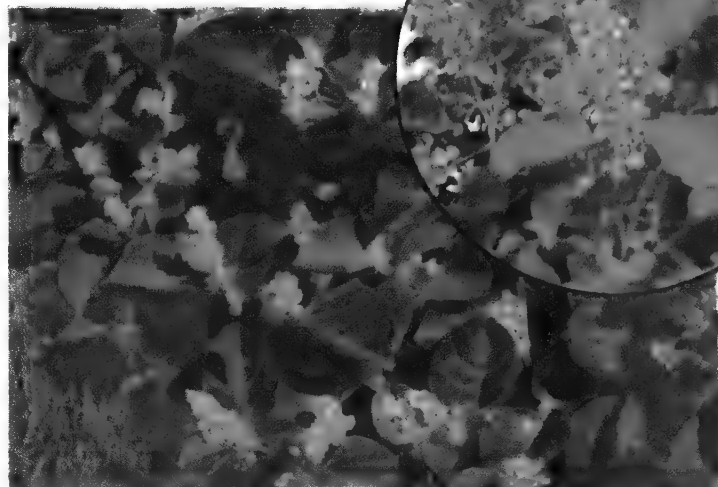
TROLLIUS, Sussex Queen

Europeus. These quaint Globe Flowers bring to your modern garden old-world charm suggestive of fields where wooden shoes are worn and shepherd dogs draw milk carts. Long a favorite in Europe, these charmingly cupped, bright golden flowers are greatly improved in size and the plants in vigor. The curved-petaled flowers are so globular in form that they seem almost entirely double, and come in great profusion during June and July. The plants reach a height of 1½ to 2 ft. and enjoy a moist and semi-shady spot. Here's a flower that has a personality all its own and adds greatly to the attractiveness of the late spring bloom in your garden.

75c each; 3 for \$2.00;
6 for \$3.75

©
J. & P. CO.

Polygonum, Reynoutria



DWARF POLYGONUM, Reynoutria

One of the finest ground-covers. Colorful, particularly useful and attractive. Establishes itself well in poor or rich soil with very few underground runners. Thrives best in full sunlight; hovers 4 to 8 in. from soil. Light green foliage turns brilliant red in fall. Blooms in August and September—fragrant, airy pink sprays similar to Silver Lace Vine; deep red buds.

55c each; 3 for \$1.50; 6 for \$2.75; 100 for \$40.00

AMAZING WHITE *Butterfly Bush*

© J. & P. CO.



Four
All BUTTERFLY BUSHES
in color on this page
Special **4 PLANTS**
Group No. 276 **\$2.50**

BUDDLEIA, White Bouquet

Introduced by Jackson & Perkins
Plant Patent No. 536

Without question one of the most useful and attractive plants of its type. Very conspicuous, blooms at a time when few other shrubs show any color; excellent for flower arrangements. Truly the answer to your prayers for shrubs of medium size that will give you a continuous supply of flowers all summer long.

Flowers All Summer

An abundance of long, fragrant, glistening white 10-inch sprays like those pictured . . . all summer and all fall . . . on a graceful, medium-sized bush that seldom exceeds 4 or 6 ft. in height and is generally lower. Especially prized for its long season of bloom, and the unusually fragrant flowers on 24 to 30-in. stems which are so valued for large bouquets of summer flowers.

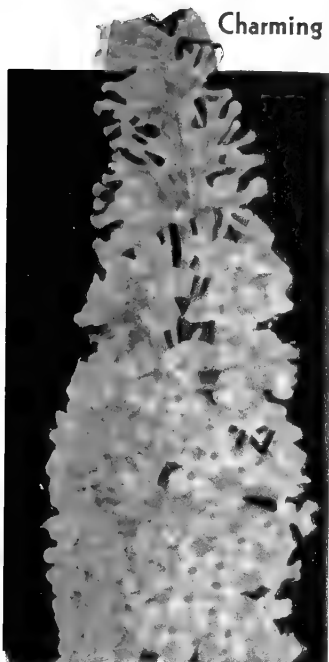
Anyone Can Grow Buddleia

Buddleias are very easy to grow; need very little care. Often called "everblooming summer lilacs." Sweetly fragrant, the graceful, all-out-at-once spikes are a great attraction for butterflies. Like all Buddleias, the tops die down in winter but come up more vigorously than ever the following spring. The roots live on from year to year. By mid-July your plants will be heavy with flowers each season.

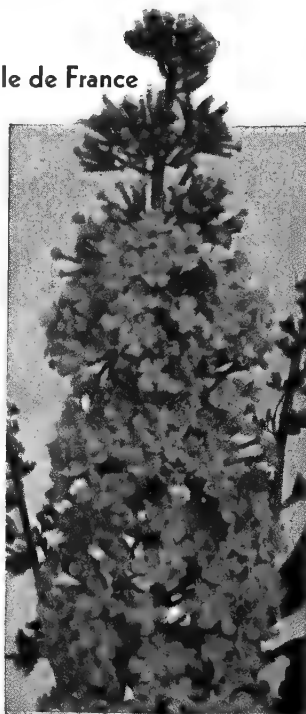
White Bouquet blooms very profusely from July to frost. Rich, abundant foliage has a silvery sheen on the under side. Plant in most any soil or climate. White Bouquet is an important new contribution to horticulture. Guaranteed to bloom.

75c each; 3 for \$2.00; 6 for \$3.75

More Buddleias in Bright Colors



Charming



Ile de France

CHARMING

Charming gives a glorious effect in the garden or shrubbery border; produces an abundance of lovely sprays. All the virtues of the well-known Ile de France, but taller and with larger spikes of exquisite pink.

60c each; 3 for \$1.60;
6 for \$3.00

ILE DE FRANCE

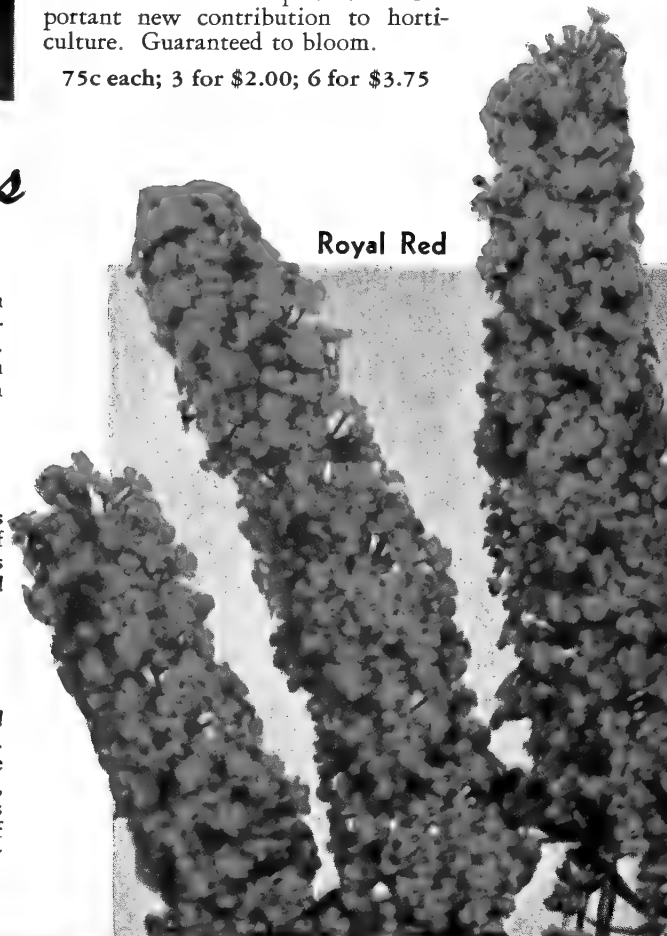
Majestic, hardy; sometimes grows up to 6 ft. tall. Long, 1-ft. spikes of glowing claret-purple. Attracts butterflies. Pleasing fragrance! Blooms generously, July to frost.

60c each; 3 for \$1.60;
6 for \$3.00

ROYAL RED (Plant Patent No. 556)

The first truly red Butterfly Bush! Fragrant, admirable for cutting. Royal Red and White Bouquet are without equal in any other hardy, summer-blooming plants. Grows 4 ft. tall; produces abundance of spikes even the first year, from July until frost.

75c each; 3 for \$2.00;
6 for \$3.75



Royal Red

Flowering Shrubs

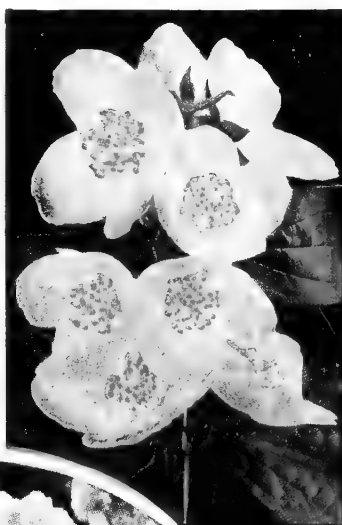


Beauty-Bush (*Kolkwitzia amabilis*). Introduced by J. & P. in 1928. The arching branches bestow graceful cascades of thickly massed, deep pink, fragrant flowers in May. Very hardy. Up to 5 ft.; grows even in poor soil. **\$1.25 each; 3 for \$3.15**

Hydrangea (*H. arborescens grandiflora*). Large, round, white flower-clusters, almost everlasting, up to 5½ in. across in Aug. Long-lived. Does well in semi-shade. Medium height, 3 to 4 ft. **\$1.00 each; 3 for \$2.50**



Variegated Mock-Orange (*Philadelphus aurea*). Glistening gold and green foliage. Leaves are marked with distinctive gold splashes setting plant in a class by itself. White flowers in May. **\$1.25 each; 3 for \$3.15**



Flowering Almond. Dainty, pastel pink, intensely double flowers like miniature roses, in great profusion in May. Dwarf, bushy, rounded. Grows anywhere, 3 to 4 ft. tall. **\$1.25 each; 3 for \$2.15**

Flowering Shrubs belong to the home. They bestow color and fragrance and give personality. The J. & P. Dept. of Plant Research has selected those best suited for your home—all subjected to rigid "lawn laboratory" tests that insure your getting plants like those pictured. With well-chosen shrubs, your home lives intimately with its surroundings, in colorful harmony with the changing seasons.

Flowering Shrubs are also interesting decorative plants for lawn specimens, backgrounds for vegetables and in the border, in the garden, and for estate plantings. Plant groups of Floribunda Roses with them and your garden and grounds will have constant color.



Philadelphus virginialis (*Mock-Orange; Sweet Syringa*). Prized double, pure white; precious orange-blossom fragrance, exotic in evening; lovely in bouquets. Medium height. **\$1.25 each; 3 for \$3.15**



Forsythia (*Golden Bells*) *spectabilis*. Far superior to other Forsythias. First flowers of spring. The arching branches literally drenched with golden yellow. Medium height, up to 6 ft. **\$1.00 each; 3 for \$2.50**



Smoke-Bush (*Rhus cotinus*). Often called "Purple Fringe." Large, gossamer panicles 8 in. long almost completely cover bush from June to Sept. Suggest purplish haze of smoke. Beautiful, well-rounded bush; rich purple-green foliage. Ultimate height 15 ft. **\$1.25 each; 3 for \$3.15**



Flowering Quince (*Cydonia japonica*). The brilliant scarlet flowers of early spring, blooming with Forsythia. Often called "Firebush." Lovely flowers cover branches even ahead of foliage. Grows 3 to 4 ft. high. **\$1.00 each; 3 for \$2.50**



Burning-Bush (*Euonymus alatus*). A gorgeous sight in fall, with its strawberry-crimson foliage. Striking reddish orange berries which remain till winter. Interesting corky twigs; picturesque, spreading branches. A glorious spot of fall color. Slow-growing up to 6 ft. **\$1.50 each; 3 for \$3.75**

J. & P. Guaranteed Fruits

Grow Your Own Fruit—Add Attractiveness and Value to Your Property

TIME passes quickly and it won't be long before you will be congratulating yourself for having planted some J. & P. Guaranteed Fruit Trees this year.

There is no apple so sweet . . . no peach so juicy . . . no pear so tender as those you pick from your own trees on your own property. Enjoy the miracle of spring as the trees burst into cascades of delicate blossoms. Then have the satisfaction of watching the young fruit develop; and all the while enjoy the trees just as you would an ordinary shade tree which does not reward you with a bounteous harvest like these will produce in only a few years.

We Offer the Best Varieties—Time-Tested and Guaranteed

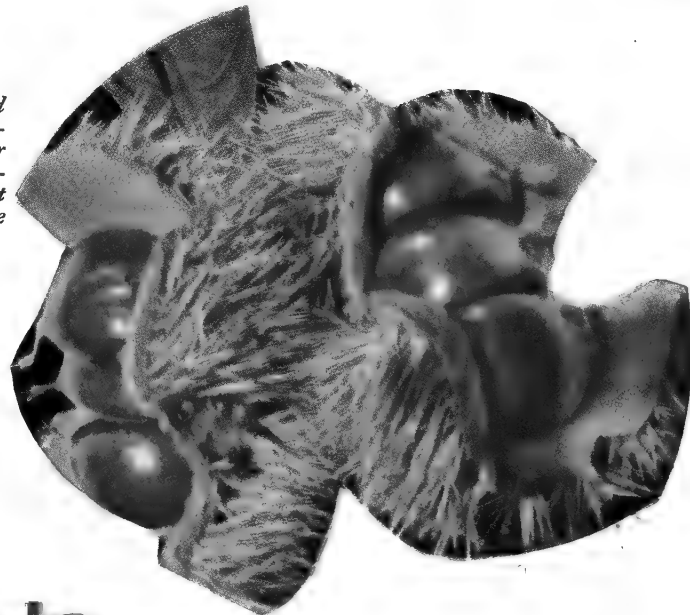
For your convenience we offer only those varieties which have proved their fruitfulness and beauty. If you aren't familiar with the different kinds, depend on these which are recommended for your use by the J. & P. Department of Plant Research. Plant two or three varieties so you will have an assortment of fruit coming ripe at different times. Use them as a part of your landscape or garden picture to make your grounds more restful, more interesting . . . and fruitful!



McIntosh
Apple

Chestnuts

Luscious big Chestnuts like those pictured at right are available. J. & P. Blight-Resistant Trees are offered this season for the benefit of all our customers who remember the native trees which were wiped out by the blight a few years ago. See Inside Back Cover for description and prices.



Apples

McIntosh. One of the most popular. Fine, firm, juicy, very refreshing, beautiful coloring. Ripe in Oct. Why not grow these on your own grounds and have them fresh for the family to eat? The best eating Apple known.

Red Delicious. Large, dark red, with very firm, crisp, fine-grained flesh of excellent quality and flavor. Tree is very hardy, healthy, vigorous and bears regular annual crops.

Yellow Transparent. One of the best and earliest of "harvest" Apples, ripe first week of August. White to pale yellow.

Cortland. A newer variety that has the quality and flavor of McIntosh but has firmer flesh, keeps longer.

Red Northern Spy. Bright red, almost solid color. Crisp, juicy; delicious eating, excellent for salads, pies, etc.

2-yr.-old, 5 to 7-ft. trees, \$2.00 each; any 3 for \$5.00, prepaid

Peaches

Elberta. Ripens around mid-Sept. Large, solid, juicy. Freestone. Flavorful yellow flesh; canning favorite. Adapts itself to all soils and climates.

Hale Haven. Freestone, bearing Sept. 1. Large, roundish fruit, flesh and skin yellow, blushed red. Sweet flavor. Heavy producer; bears young. A perfect freestone; strong thrifty grower.

Golden Jubilee. Ripens in Aug. Sweet, golden yellow flesh. Best early yellow, flushed with red. Freestone; distinct, long shape. Luscious yellow flesh; tender, juicy and sweet. Hardy, fertile.

Champion. Large, creamy white with red cheek. Freestone. Excellent flavor, productive. Early Sept.

Large, 1-yr., 4 to 5-ft. trees, \$1.75 each; any 3 for \$4.25, prepaid

Golden Jubilee Peaches



Abundance Plum

Correct Trimming Means Best Results

All J. & P. fruit trees are trimmed by our experts before shipment to you. This insures your trees getting started properly as soon as they are set out.

Plums

Stanley Prune. Large, juicy, very sweet, bluish purple. Fine-grained, tender. Ripens Aug.-Sept. Pleasant to eat, fine for cooking.

Reine Claude (Green Gage). Large, oval; rich, tantalizing, sweet flavor. Ripens midsummer.

Abundance. Cherry-red. Fine, firm, sweet flesh. Very tasty. Ripens Aug.-Sept.

2-yr., extra heavy, 5 to 6-ft. trees, \$2.25 each; any 3 for \$5.50



Stanley Prune

PROVIDE PERMANENT BEAUTY AND LASTING USEFULNESS



**Black Tartarian
Sweet Cherries**

Sweet Cherries

Beautiful in full bloom. Ornamental in any planting and generous in tasty fruit for eating and canning. Here are the best varieties for home gardening:

Black Tartarian. Large, heart-shaped, rich, juicy. Heavy crop, late June. Luscious, sugary. Best for eating.

Napoleon. Yellow and amber, red blush; large, firm, juicy, very sweet. A quick, heavy producer, late June.

Windsor. Hardy, prolific. Very large, dark red, almost black; solid, meaty flesh; alluring taste. Unsurpassed for eating, canning. Ripens in late July. Bears in 3 to 4 years.

2-yr.-old, 5 to 7-ft. trees, \$2.75 each;
3 for \$7.00

SOUR CHERRY, Montmorency

Firm, tender yellow flesh—real "cherry-pie" tang. Large, luscious, juicy red fruit. Sure bearer. Ripens early July.

2-yr.-old, 5 to 7-ft. trees, \$2.25 each;
3 for \$5.75

Pears

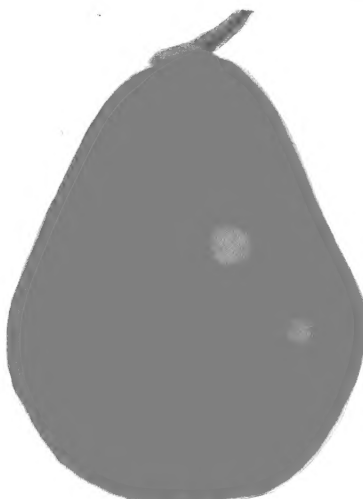
Bartlett. Luscious large, juicy, rich-flavored yellow fruit with beautiful red blush. Excellent quality. Most popular. The best canning Pear and equally fine to eat out of hand. A good strong grower and a regular and heavy bearer. Ripens in Sept. (or late Aug.). Ultimate height, 20 ft.

Beurre Bosc. Early winter variety. Large, firm russet fruits with juicy flesh.

Seckel. Very sweet, abundant. Small fruit, juicy, rich in flavor. Mid-Sept.

Gorham. Resembles Bartlett, but ripening one month later. Yellow, with juicy flesh. Good quality.

2-yr.-old, 5 to 7-ft. trees, shipped
trimmed, ready for planting,
\$2.25 each; 3 for \$5.50



Bartlett Pear

Grapes

Indispensable in any garden . . . can be grown on even a small city lot. Our No. 1 plants bear very well every year; some bunches may be expected the year after planting. Fine for fences, pergolas, arbors, etc.

Concord. Large, sweet, juicy, blue-black. Mid-Sept. Best all-round Grape known. 60c each; 3 for \$1.60; 12 for \$6.00.

Fredonia. One of the largest, sweetest. Blue-black. Two weeks earlier than Concord. 75c each; 3 for \$2.00; 12 for \$7.50.

Niagara. The finest white Grape. A vigorous grower, sweet, amber-white. Ripens in mid-Sept. 60c each; 3 for \$1.60; 12 for \$6.00.

Caco. These are the big, spicy, red Grapes with the winy, aromatic flavor. Strong, vigorous vines. 75c each; 3 for \$2.00; 12 for \$7.50.

Raspberries

Strong, 2-year plants for an abundance of luscious berries the next year after planting. You enjoy them most when you grow your own. To eat out of hand, for the table, for jellies, jams, preserves, these varieties will delight you. With the addition of Raspberries, your home garden will be better balanced. They are easy to grow, require little care, and reward you well.

INDIAN SUMMER EVERBEARING

First crop in June; second crop starts in Sept., continuing till stopped by freezing. Vigorous, hardy, bears heavily. Finest and most delicious everbearing red Raspberry. Large berries with just the right sweetish-tangy taste. 6 plants for \$2.50; 12 for \$4.50.

GIANT LATHAM RED

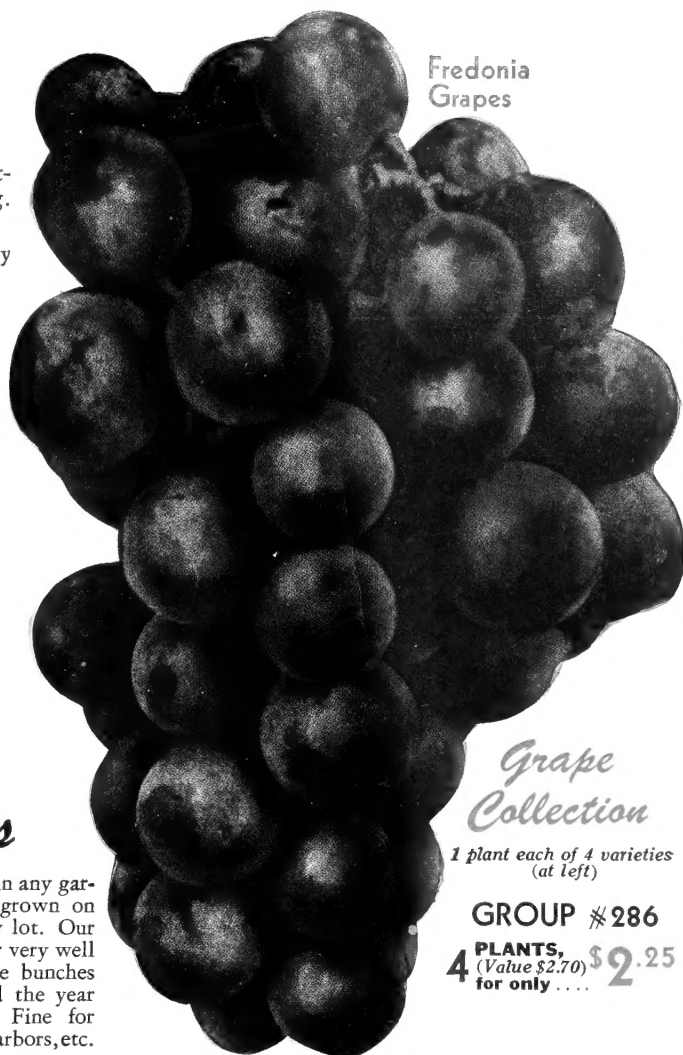
Enormous crops from late June till mid-July. Delicious fresh or canned. Truly giant berries, some fully an inch long. For size, heavy bearing, and tantalizing taste, giant Latham Red well deserves its distinction as the most popular Red Raspberry.

6 plants for \$2.00; 12 for \$3.50

CUMBERLAND BLACK

Vigorous, healthy plants. Remarkably firm berries. Largest black, prolific, wonderfully flavored. Introduced by Jackson & Perkins. Ripens early July.

6 plants for \$2.00; 12 for \$3.50



**Fredonia
Grapes**

Grape Collection

1 plant each of 4 varieties
(at left)

GROUP #286

4 PLANTS, \$2.25
(Value \$2.70)
for only . . .

Cumberland Raspberries



**Giant Latham
Red
Raspberries**



Giant Clematis

True aristocrats of the plant world. Breath-taking beauty on trellis or porch. Next to the rose, they are the most beautiful of all climbing plants.

While the intense colors and delicate forms seem almost tropical in their glory, the plants withstand sub-zero temperatures, just by hilling in fall. Easy and rapid-growing, disease-resistant, they like dry feet, a fertilized, limy soil and some sunlight. Clematis start very early in spring, so should be planted as early as possible.

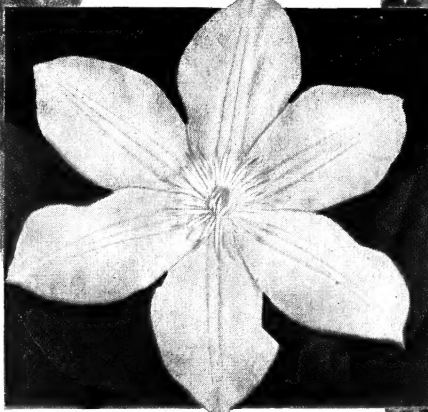
The enchanting blooms grow from 4 to 8 in. or more across, continuously for 6 to 8 weeks from July and again in fall. Striking in flower arrangements.

Strong 2-yr. own-root plants, postpaid

Red Jackmani ©

A Real Red, White and Blue!

Few flower families have a color-range in all three colors of the Flag as does Clematis; plant habit is ideal for a patriotic display.



Lanuginosa candida

LANUGINOSA CANDIDA

Lovely pure white waxy flowers, beautiful always, entrancing in moonlight. One of newest Hybrids, 10 to 12 ft. high. \$1.25 each; 3 for \$3.25.

ASCOTIENSIS

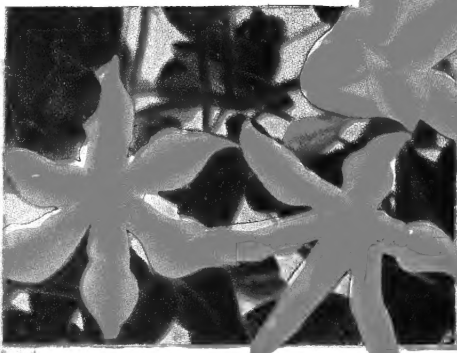
Decidedly large star-like azure-blue flowers from July to Oct. The buds assume many interesting forms as they unfold. Very free-blooming. 8 to 10 ft. \$1.25 each; 3 for \$3.25.



Ascotiensis

LAWSONIANA

Most prolific of all! June to Sept. Marine-blue, pink over-tone. Large overlapping petals. Strong growth, 10 to 12 ft. \$1.25 each; 3 for \$3.25.



Duchess of Albany

A glorious plant of Jackmani

JACKMANI

You have often seen these dramatic, large, velvety violet-purple flowers that have made Clematis so popular in America, and richly deserved. Blooms in profusion all summer and early fall. Noted for great vigor, often 10 ft. high. \$1.25 each; 3 for \$3.25.

RED JACKMANI, Rubra

Just as vigorous and free-blooming as the purple Jackmani, with large flowers in a grand shade of bright red that makes a wonderful display. The rapid-growing plants reach 10 to 15 ft. in height. \$1.50 each; 3 for \$4.00.

Special

GROUP #296

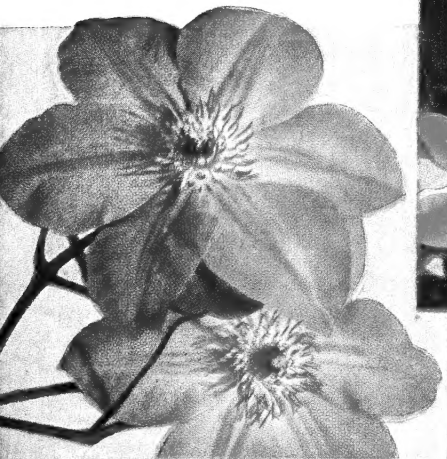
The Red, White and Blue:

3 Clematis that will make a spectacular patriotic display on fence, trellis or arbor.

Red Jackmani, Ascotiensis, Lanuginosa candida

3 Plants, 1 of each (Value \$4.00) \$3.35

Lawsoniana



3 More Fine Vines

BOSTON IVY

Ampelopsis Veitchii. Self-clinging, hardy. Green foliage turns rosy. Blue-black berries. Field-grown plants. 75c each; 3 for \$2.00; 12 for \$7.50.

WISTERIA [Grafted Plants That Bloom] Sinensis. Long, pendulous clusters of delicate violet-blue fill the air with fragrance in early spring. J. & P. plants usually bloom the second or third year after planting. \$1.50 each; 3 for \$3.75.

SILVER LACE VINE

Polygonum Auberti. Dense foliage and foamy sprays of white flowers all summer, fall. Field-grown plants. 60c each; 3 for \$1.50.



Silver Lace Vine

DUCHESS OF ALBANY

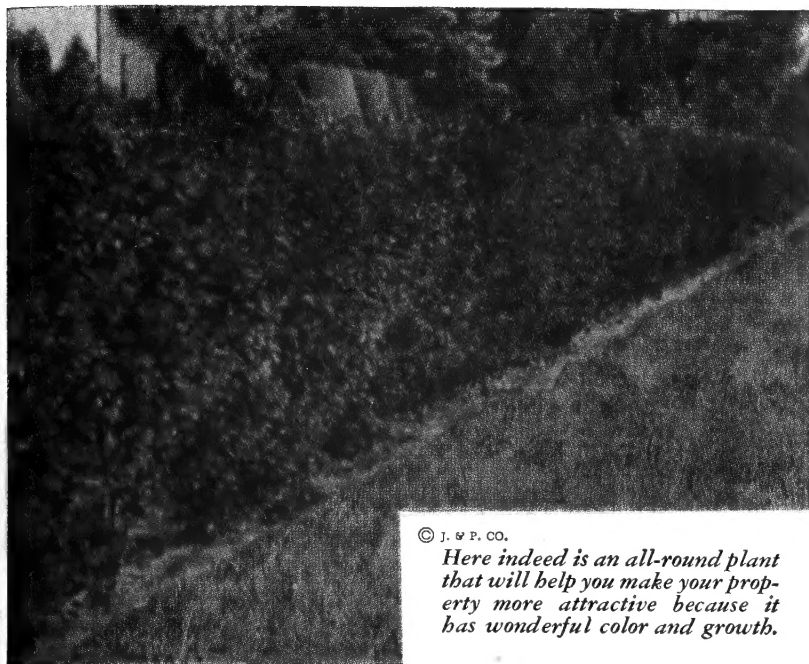
Unique, trumpet-shaped, gorgeous, bright pink; long reflexed petals, successional July to Oct. Vigorous sprays on slender but sturdy stems, of outstanding grace and delicacy.

\$1.50 each; 3 for \$4.00

THE IDEAL HEDGE

SENSATIONAL
NEW

Red Barberry



© J. & P. CO.

Here indeed is an all-round plant that will help you make your property more attractive because it has wonderful color and growth.

BARBERRY, SHERIDAN RED

(Plant Patent applied for)

A new version of one of the finest plants for hedges, foundation plantings and other places where a tough attractive plant is needed for all-round use. Sheridan Red is a startling new version that's a double winner! Adorned by flattering deep red foliage, absolutely wonderful as a hedge. Grows upright without any wayward branches and so will not become a nuisance by catching clothing, etc. A hybrid of *Berberis thunbergii* but superior in many respects.

Grows Rapidly—Easy to Train

In a brief three years you can grow a superb 3-ft. hedge as pictured. Clips readily to any shape and stays trim and neat longer than the older type. Ideal for trimming to the popular 3 or 4-ft., tall narrow style so widely used. Planted 18 in. apart, it makes a hedge that's unique, lovely, impervious. Also makes a delightful specimen shrub because of its charming color of deep purple-red. After flowering comes bright red fruit for weeks of added color. Grows rapidly in its early stages to a medium tall shrub at maturity.

18 to 24 in., 85c each; 3 for \$2.25; 12 for \$8.50; 25 for \$17.00
12 to 15 in., 60c each; 3 for \$1.50; 12 for \$6.00; 25 for \$12.00

BLIGHT-RESISTANT

Old-Fashioned Chestnuts

Memories of childhood walks in the woods! Luscious, fat Chestnuts can again be yours from the trees you plant this spring. Wiped out by the devastating blight which stripped our woods of native trees, Chestnuts have been only a thing of the past for several years. That is changed now by the advent of these blight-resistant trees which will bear nuts two years after planting.

Will Bear Each Fall

From about September 15 on, you will reap a royal harvest of shiny, taste-tempting Chestnuts once your trees are established. Superb for eating raw, for roasting, for chestnut dressing in the Thanksgiving and Christmas turkey.

Trees Are Ornamental

Transform your property with these big lovely trees which bring beauty and distinction in addition to their crop of delicious nuts. Free-growing, they have attractive glossy, rich green leaves on low-sweeping branches.

Need No Special Care

The most productive nut trees for northern latitudes, Chestnuts do better in poor soil than any other nut trees. Will grow more rapidly and reward you handsomely if fertilized. Rugged, vigorous . . . they do well in exposed places but must have a well-drained soil.

Exposed to rigid tests and bred for definite blight-resistance, these trees of Chinese stock are quick and prolific bearers, usually producing 3 sweet full-flavored nuts to each burr. Fully as delicious as the native American Chestnut, but a little larger in size. Hardy everywhere that peach trees will grow and in the same general areas where the native Chestnuts grew.



3 to 5-ft., 2-yr.-old, nursery-grown trees. Shipped trimmed, ready to plant, guaranteed, transportation prepaid.

\$2.50 each; 3 for \$6.75

Best crops insured by planting two or more trees for pollination

ORNAMENTAL AS WELL AS PRACTICAL
FIRST HARVEST IN TWO YEARS!



THE COLOSSAL

Viola Purple Heart

Plant Patent Applied for

*Introduced Last Season
by Jackson & Perkins*

Enormous, Prolific, Easy to Grow

BY POPULAR acclaim, this is one of the most outstanding perennials ever introduced. Last year the demand far exceeded the supply and therefore many customers were disappointed. With an adequate supply for this season, you, too, will want a number of these hardy colossal Viola Purple Heart plants to put sparkle into favored garden spots, into mixed beds, at the foot of evergreens, edges of rose beds and for other low mass plantings.

They are easy to grow . . . not particular where you put them; although they do best in moist, loamy soil . . . like afternoon sun, but do not demand it . . . will live for years giving you infinite loveliness for very little care. Huge velvety deep violet-blue 3-in. flowers like those pictured, on graceful stems 7 to 8 in. long; blooming from early spring all through summer and fall.

The petals of these giants are pleasingly waved, giving a play of tones that you'll never cease to admire. A bright yellow "eye" causes the lovely purple to seem even deeper and the sheen to appear richer and more velvety. Each plant sends out many shoots for a continual supply of flowers . . . from spring until freezing weather and some even after the first snow flies. If you clip off the runners in August, the plants will be more compact and the blooms more profuse.

85c each; 3 for \$2.25; 6 for \$4.25;
12 for \$8.00

Color photograph by Wittmer

This life-size picture reveals the abundant blooming characteristics of Viola Purple Heart.

*Flowers frequently
measure up to 3 in.
across.*



The Purple Heart Medal

Awarded by both
U.S. Army and Navy.

Established by George
Washington in 1782.

... "And let it be known,
that he who wears the
Order of the Purple
Heart, has suffered in
the defense of his home-
land, and shall forever
be revered by his country-
men." — Gen. George
Washington

Viola Purple Heart has had an unusually interesting history. Introduced last spring, the demand was greater than for any other perennial on record and the demand continued unabated all summer and fall.

*The Military Order
of the Purple Heart
adopted this as their
official flower at the
annual meeting last
year.*

Jackson & Perkins Co.

World's Largest Rose Growers

NEWARK, NEW YORK